BROADCASTING
The Newsweekly of Radio and
TELECASTING

PUBLIC LIBRARY
JUL 17 1949
DETROIT

any time is good time— on WOR

JIM PLATT over at the Infra Agency wouldn't touch 6:00 AM if WOR *gave* it to him. He's an early evening boy. The fellows at Dunn, Doane & Debble think that 6:00 AM is just pure platinum.

But WOR has *proved* and *proved* and *proved* that *any* time is good time on this station.

We haven't proved this with ratings only—though we've got a king's ransom worth of good sound statistical props: We've proved it with hard, cold, cash facts based on sales, sales, sales . . . at *all* hours.

For instance, a 9:25 PM Sunday announcement—announcement, mind you!—cascaded in 13,052 dimes and requests. Sunday, at 8:00 AM —when all people are supposed to be punching the pillow—pulled 6,522 cash requests.

It goes this way—Somebody's *always* listening to WOR. Not that we don't think that some times and some audiences aren't better for some products. Gosh, no! But every small minute on WOR can bring big returns. We can prove this, emphatically and very convincingly.

Our address is—

—that power-full station at 1440 Broadway, in New York

WOR

mutual

Even now before E. B. & C. McC we're packing 'em in!

YES, even before Charlie McCarthy comes in with the spectacular new CBS lineup in the Fall, WHAS listenership figures are zooming . . . outstripping all other stations in the rich Kentuckiana market.

*In the last year WHAS was the only Kentuckiana station to increase its roster of top Hooperated programs morning, afternoon AND evening!**

Credit this trend to the happy combination of CBS programming and WHAS shows. "Ballard's Bazaar" is a good example . . . a dozen baker's dozens of enthusiastic housewives in the WHAS studio for each broadcast, plus a huge throng of buy-minded women in Kentuckiana homes who insist on Ballard's Flour every time.

For Fall booking with plenty of punch take note of the WHAS audience *before* Charlie and Edgar . . . add "The Splinter" . . . then figure in the rest of the guest CBS Fall lineup. It proves WHAS the gilt-edged, rock-solid buy of the '49 Kentuckiana Fall Season.

*Source: 47-48 and 48-49 Winter-Spring Reports.

BALLARD'S BAZAAR is made up of recipes and household hints by Hostess Marion Ellis and music by the Easy Threesome and Baritone Bill Pickett. Sam Gifford is the emcee. The program features a contest in which housewives (and their grocers) receive prizes from Ballard premium stores. Staged in new WHAS Audience Studio. *Sponsor:* Ballard and Ballard.

Come This Fall, choice seats ("availabilities" to you) for the Great WHAS-CBS Show will be hard to find. Reserve yours now! Call your PETRY man!

WHAS
Louisville, Kentucky

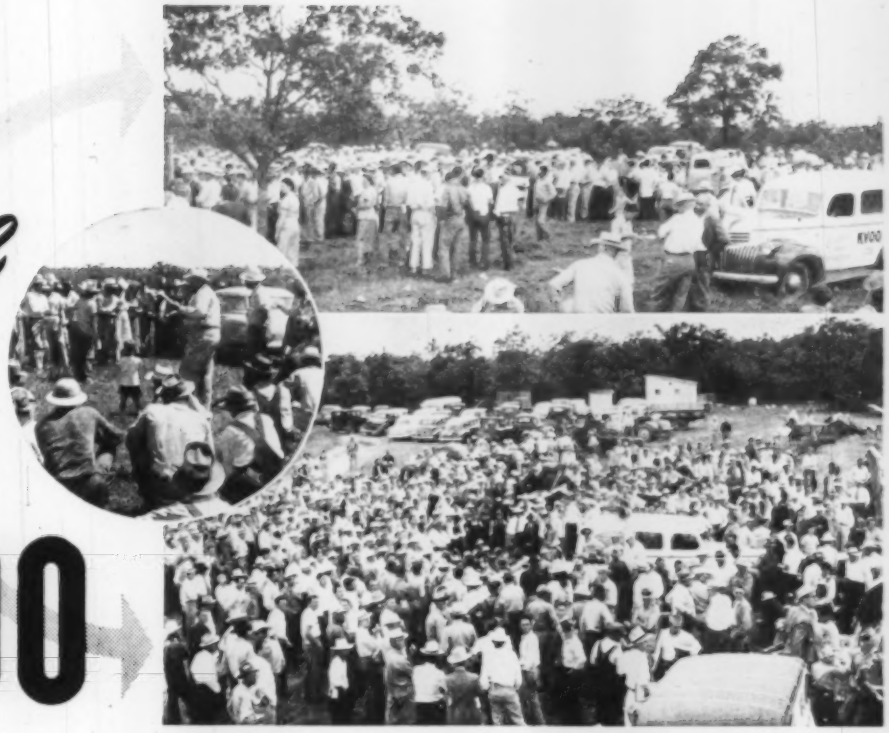
now a larger audience at a lower cost!

50,000 WATTS • 1A CLEAR CHANNEL • 840 KILOCYCLES

VICTOR A. SHOLIS, *Director* • J. MAC WYNN, *Sales Director*

THE ONLY RADIO STATION *SERVING* AND *SELLING* ALL THE RICH KENTUCKIANA MARKET

More than 5,000



Yes, more than 5,000 busy farmers and ranchmen left their important spring work to participate in the second Annual KVOO Calvacade of Greener Pastures held May 23 through 27th! Cooperating with the KVOO Farm Department in sponsoring this great week of progress were: The Oklahoma Extension Service, The Arkansas Extension Service, Chambers of Commerce, Civic Clubs, and other agricultural agencies of the USDA. The purpose? To show some of the more than 3,000,000 acres of Southwestern pasture-land which is entered in the KVOO Greener Pastures Contest! Why? To promote and encourage the building of better pastures in the Southwest; to demonstrate methods and materials which produce better pastures; to provide a place for KVOO Farm Deparment advertisers to show their products; to better serve the Southwestern farmer and rancher . . . the prime purpose behind the KVOO Farm Department!

"The best field day ever held in Arkansas!" so said Mr. Lipert S. Ellis, Dean of Agriculture at the University of Arkansas, and this was typical of other comments from agricultural leaders who attended this great cavalcade.

Advertisers who have products of interest to farm and ranch folk will find the great Southwest a profitable place to sell, especially if they tell their story over KVOO, Oklahoma's Greatest Station — the station farm and ranch listeners always depend on for entertainment, information and news!

RADIO STATION KVOO

EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES

50,000 WATTS — OKLAHOMA'S GREATEST STATION — TULSA, OKLA.

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BROADCASTING at deadline

Closed Circuit

WHILE NAB board dealt in job assignments in streamlining operation and named no names, effect is to eliminate three high-paying positions. Executive vice presidency, held since 1945 by A. D. (Jess) Willard Jr., is abolished, resulting in $25,000 salary savings. Similarly, entire program department, headed by Harold Fair, is abolished, and engineering department, headed by Royal V. Howard, is reduced in status to point where Mr. Howard's job in effect is eliminated. Technically, newly-created positions could be filled from present personnel. Top jobs (Audio and Video Divisions) expected to carry $17,500 ceilings and will be filled at discretion of President Miller. Mr. Willard, however, has resigned effective Aug. 1 (see story this page).

VICK CHEMICAL Co., New York, through Morse International, preparing new, intensive announcement campaign,

BROADCAST MEASUREMENT BUREAU, NAB's monetary problem child virtually since its formation in 1945, was scarcely mentioned at NAB board session in Portsmouth, N. H., last week. There were reassurances that BMB is solvent at this writing, and that NAB's loan of $75,000, authorized at April convention, will be paid.

JUST prior to NAB board's adoption of drastic reorganization plan, 50,000-w WTOP, controlled by *Washington Post* and in which CBS holds minority interest, submitted its resignation, effective July 31. No reason was ascribed for action by John S. Hayes, vice president and general manager, but it's surmised it was because of Broadcast Advertising Bureau activity and implied competitive pitch against newspapers.

DR. HERMAN S. HETTINGER, first research director of NAB and former Crowell-Collier executive, July 19 joins McCann-Erickson as associate director of research in charge of market research. He recently returned from special mission to Iran.

ARMY HOUR which constituted main military contact with people during war, will return to NBC in TV regalia in October. Sunday afternoon half-hour program, likely to be called *Armed Forces Hour* in keeping with consolidation of services, will be global in coverage, making extensive use of film.

NBC considering relaxation of its long-standing ban against wine advertising. Believed probable that decision will be to accept wine commercials only on owned and operated stations and not on network.

ITS LAWYERS think (and hope) it's not significant, but FCC General Counsel's Office is filing exceptions to four of first five initial decisions issued by hearing examiners under

(Continued on page 74)

Upcoming

July 18-19: North Carolina Assn. of Broadcasters, Ocean Terrace Hotel, Wrightsville.

July 25-26: NAB Unaffiliated Stations Executive Committee, NAB Hdqrs., Washington.

July 25-Aug. 26: Third Professional Radio Clinic, U. of Denver, Denver.

(Other Upcomings on page 36)

Bulletins

PROCTER & GAMBLE (Oxydol) transcribing *Ma Perkins* on CBS to be used in 25 supplementary markets beginning Aug. 1. Agency, Dancer-Fitzgerald-Sample, New York.

FCC ALLOCATION STUDIED BY TBA DIRECTORS

FCC proposals to add 42 UHF bands to present VHF channels represent "splendid effort" by Commission, said Jack R. Poppele, TBA president. Proposals discussed by TBA board at New York meeting but no official report is planned until its engineering committee brings in results of analysis from economic and technical standpoint.

Frank Marx, ABC vice president in charge of engineering, told BROADCASTING it will be three or four years before UHF frequencies are in common use. Proposals will take careful study, he said.

HENRY G. LITTLE, executive vice president and general manager of Campbell-Ewald Co., Detroit, elected board member of Advertising Council. He replaces John C. Cornelius, BBDO, Minneapolis, executive vice president in charge of western offices, who has resigned.

Business Briefly

BIB APPOINTS ● Bib Corp., Lakeland, Fla. has appointed Dorland Inc., New York, to handle orange juice for infants. Radio may be used.

SHADE FIRM PLANS ● Stewart Hartshorn Co., New York (window shades), names Paul Smith Adv., New York, as agency. Local radio programs and spots will be used, with TV contemplated.

IVES FOR KAISER ● Burle Ives, folk balladeer, replacing Walter Winchell for Kaiser-Frazer Corp., in program called *Kaiser Traveler*, July 24 through Sept. 4. Agency, William H. Weintraub Co., New York.

GOLD MEDAL TEST ● General Mills (Gold Medal Flour Co.), through Dancer-Fitzgerald & Sample, New York, will start test spot campaign in four markets by Aug. 1.

AGENCY NAMED ● Stuart Clothes and Ansley Radio & Television Inc., New York, appointed Frederick-Clinton Co., New York, to handle its advertising. Radio and television contemplated.

TWO NAME PEARSON

JOHN E. PEARSON Co., New York, named station representative of WLAV-TV Grand Rapids, Mich. Station goes on air Aug. 15. Hy Steed is general manager. Pearson Co., will also represent KNOW Austin, Tex., ABC affiliate.

KOB-TV Albuquerque, N. M., has joined ABC-TV as 37th affiliate. Station, owned by Albuquerque Broadcasting Co., is also NBC, CBS and DuMont affiliate.

Willard Declines NAB TV Post, Resigns

A. D. (JESS) WILLARD Jr. declined NAB Video Division directorship offered him Friday by President Judge Miller as first step in reorganization (see NAB board story page 23). He leaves NAB effective Aug. 1.

Mr. Willard

Mr. Willard said he had accepted NAB executive vice presidency in 1945 with understanding he would return to private radio after Judge Miller had become familiar with industry management and operating principles but had been prevailed upon by board and president to stay.

Mr. Willard said he considers board reorganization plan to be sound and in accord with proposal he had advocated for some time. "It is with genuine regret that I feel compelled to decline the NAB television post proffered by Judge Miller, but it is my earnest desire to return to private operations. I want to express to the NAB membership, to the board, to Judge Miller and to the NAB personnel my appreciation for their cooperation and the opportunity to serve radio and the cause of free enterprise. I shall announce my plans to return to private radio shortly after I have turned over my executive NAB duties to Judge Miller."

There are dozen candidates for video post and similar list for Audio Division. Judge Miller has complete power of selection but it is felt he will seek board approval of key appointments.

Mr. Willard entered radio in 1926 as announcer at WCAO Baltimore, became sales manager of WFBR Baltimore in 1930, chief announcer of WJSV (now WTOP) Washington in 1932, sales manager in 1933, and finally general manager in 1937. He became WBT Charlotte, N. C., general manager in 1942, accepting the NAB post in 1945 at time Judge Miller was named president.

It is understood Gladys Hall, Mr. Willard's secretary, also will leave association.

They both love Mr. Mid-America

GREATER KANSAS CITY
Morning, Afternoon, Evening (Sunday through Saturday)
Share of Audience

	Nov. 1947	March 1948	June 1948	Nov. 1948	April 1949
Station KCMO	18.3	18.7	19.3	19.0	20.5
Station A	11.5	8.5	9.4	11.5	11.4
Station B	26.7	27.4	27.2	27.8	28.7
Station C	31.0	28.7	21.7	25.9	23.9

ST. JOSEPH, MISSOURI*
Morning, Afternoon, Evening (Sunday through Saturday)
Share of Audience

	Nov. 1947	June 1948	Nov. 1948
Station KCMO	17.4	16.6	19.4
Station A		1.6	5.6
Station B	9.6	6.8	9.9
Station C	20.5	17.8	21.9

Source—Robert S. Conlan & Associates
*Kansas City stations only

One Does It In Mid-America

1 *Station*
Rate Card
Spot on the Dial
Set of Call Letters

50,000 WATTS
Day
10,000 WATTS Night
810 Kc.

Since KCMO jumped to 50,000 watts power back in September, 1947, our listenership has steadily increased. And—not only has KCMO's popularity risen with Greater Kansas City's 700,000 "home-folks". . . but we are fast becoming one of nearby St. Joseph's most popular stations. There, too, 52 miles up the broad Missouri, you'll find KCMO up front with an ever increasing share of the radio listeners!

Reasons? First, there's KCMO's keen ability to plan and produce programs keyed to Mid-America! And second, it's a supercharged signal that always comes in fine! A signal that blankets 213 rich counties inside KCMO's ½ mv. measured area. Smart timebuyers agree that for low, LOW cost per 1000 coverage it's KCMO . . . of Kansas City.

KCMO

and KCMO-FM
KANSAS CITY, MISSOURI—94.9 Megacycles
Basic ABC for Mid-America

XUM

Patroon of the week

PAUL KIZENBERGER

Radio & TV Buyer, N. W. AYER & SON, INC.

Paul buys radio and TV time
for a number of prominent Ayer clients.
The Patroons' welcome was extended Paul today
by the William G. Rambeau representative,
with a Patroon membership scroll
and the deed to a piece of "Patroonland."

FACT OF THE WEEK

Advertisers' success stories are proof positive that WPTR delivers:

- **Sales, not tales**
- **Orders, not oratory**
- **Customers, not claims**

PATROON
Aristocratic Landholder
of the Hudson Valley

SOON
50,000 Watts
Night and Day

Represented by RAMBEAU

WPTR
ALBANY—SCHENECTADY—TROY

PATROON BROADCASTING CO., ALBANY, N. Y.

BROADCASTING
TELECASTING

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FEATURE CALENDAR

First issue of the month: AM Network Showsheet
Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL
ART KING, *Managing Editor*

J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Paul Fulcomer, *Asst. to the News Editor;* Robert B. Luce, *Research Editor;* Tyler Nourse, *Copy Editor.* STAFF: Lawrence Christopher, Mary Ginn, Jo Hailey, John Osbon, Ardinelle Williamson. EDITORIAL ASSISTANTS: Yvonne Caldwell, Grace Hargrove, Pat Kowalczyk, Mary Madden, Wilson D. McCarthy, Eleanor J. Brumbaugh, *Assistant to the Publisher.*

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Estelle Markowitz.

CIRCULATIONS AND READERS' SERVICE
JOHN P. COSGROVE, *Manager*

Lillian Oliver, Warren Sheets, Elaine Haskell, Edward V. Duggan, Chapalier Hodgson.

NEW YORK BUREAU
250 Park Ave., Zone 17, PLaza 5-8355
EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Gloria Berlin, Betty R. Stone.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. Paul, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU
360 N. Michigan Ave., Zone 1, CEntral 6-4115
William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU
Taft Building, Hollywood and Vine, Zone 28.
HEmpstead 8181

David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO
417 Harbour Commission Bldg. ELgin 0775
James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Patent Office

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Subscription Price: $7.00 Per Year, 25c Per Copy

THERE'S PLENTY OF MONEY — IN NORTHEAST IOWA

$11,205 ANNUAL FARM INCOME

. . . If You Know How To Get It!

THE STATION WITH THE GREATEST *FARM IMPACT* IN NORTHEAST IOWA IS

KXEL

THE STATION THAT HAS CHANGED LISTENING HABITS IN IOWA

The amazing sales record of KXEL's advertisers proves that today's "Buyers' Resistance" can be overcome through personalized selling.

Northeast Iowa farmers know KXEL. They're all a part of a great neighborly circle with KXEL the hub. THIS WARM CONTACT—THIS TRUST AND CONFIDENCE IS THE KEY THAT UNLOCKS THE DOOR TO EASY SELLING IN IOWA'S RICHEST FARM AREA. KXEL is your answer to today's problem of increased sales resistance.

Before you make up your fall list, see your Avery-Knodel representative. Call him today.

KXEL 50,000 WATTS ABC

JOSH HIGGINS BROADCASTING COMPANY

WATERLOO, IOWA

ABC Outlet for Waterloo, Cedar Rapids and all Northeast Iowa

Exclusive

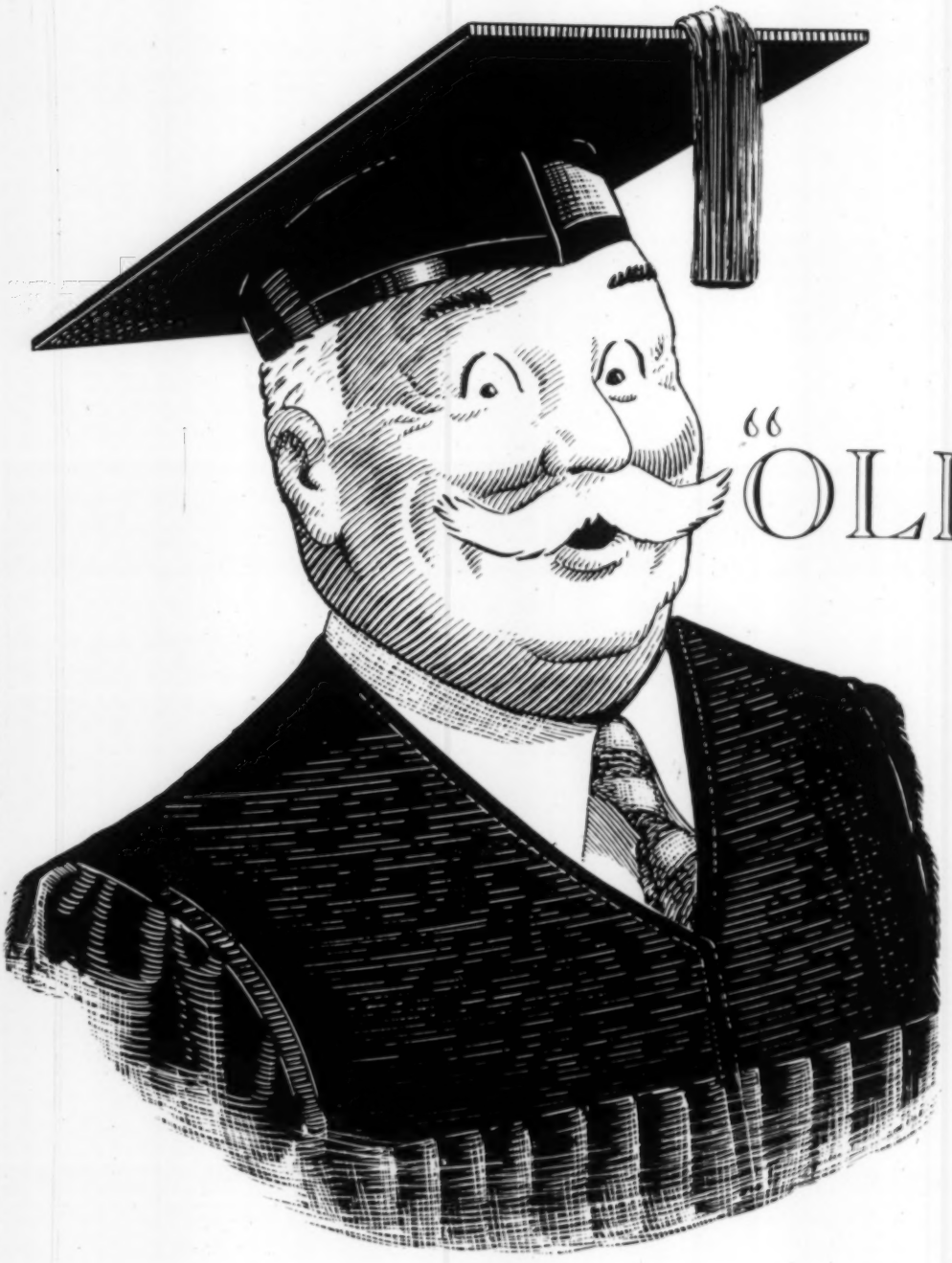
Representatives:

Radio

Albuquerque	KOB
Beaumont	KFDM
Boise	KDSH
Boston-Springfield	WBZ-WBZA
Buffalo	WGR
Charleston, S. C.	WCSC
Columbia, S. C.	WIS
Corpus Christi	KRIS
Davenport	WOC
Des Moines	WHO
Denver	KVOD
Duluth	WDSM
Fargo	WDAY
Ft. Wayne	WOWO
Ft. Worth-Dallas	WBAP
Honolulu-Hilo	KGMB-KHBC
Houston	KXYZ
Indianapolis	WISH
Kansas City	KMBC-KFRM
Louisville	WAVE
Minneapolis-St. Paul	WTCN
New York	WMCA
Norfolk	WGH
Omaha	KFAB
Peoria-Tuscola	WMBD-WDZ
Philadelphia	KYW
Pittsburgh	KDKA
Portland, Ore.	KEX
Raleigh	WPTF
Roanoke	WDBJ
St. Louis	KSD
Seattle	KIRO
Syracuse	WFBL

Television

Baltimore	WAAM
Ft. Worth-Dallas	WBAP-TV
Louisville	WAVE-TV
Minneapolis-St. Paul	WTCN-TV
New York	WPIX
St. Louis	KSD-TV
San Francisco	KRON-TV



"OLD

Old Colonel F&P isn't really an elderly fellow — his average age is slightly under 40. But he's certainly "been around"! For instance, our 22 Free & Peters Colonels have had an aggregate of 69 years in college, alone, even though some of us didn't ever get past High School!

MEET
COLONEL F & P"—

Bachelor of Arts, Sciences, Radio and Television!

YESSIR, he's a graduate of Amherst, Brown, California, Columbia, Duke, Northwestern, Wisconsin, *and lots more!*

That's why he kin read and rite so good!

But far more important to you, Colonel F&P (who is all the men at Free & Peters) *has his degree in the field of radio and television selling, too.*

To F&P, "selling" does not mean the art of slapping backs, passing out cigars, or remembering your childrens' names. To us, selling means *knowing all there is to know about our "product"*—organizing all this data and information so that we can find it when you want it—then passing it on to you promptly and in whatever detail you wish, whenever you need it in your business.

What facts or figures on national spot radio or television do *you* want, now? We'd certainly like to supply them!

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives
Since 1932

NEW YORK CHICAGO
ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO

XUM

Watch the New WDSU

No Other New Orleans Station Offers This Complete Coverage AM - TV - FM

DIXIELAND JAZZ!

Oscar "Papa" Celestin and his Tuxedo Jazz Band (Sponsored by The Paddock)

"Sharkey's" Original Dixieland Jazz Band (Available for Sponsorship)

5000 WATTS • ABC • Represented by JOHN BLAIR CO.

AM - TV - FM WDSU NEW ORLEANS

EDGAR B. STERN, JR. President

ROBERT D. [illegible] Executive Vice-President

LOUIS READ Commercial Manager

New Business

GREEN SPOT Inc., Los Angeles, for promotion of orangeade in seven-ounce server container, July 25 starts six-week test campaign with three weekly quarter-hour newscast on KTRH Houston with plans to expand to other markets. Agency: Phillip J. Meany Co., Los Angeles.

HOME BUILDERS Assn., Washington, appoints Kal, Ehrlich & Merrick, Washington, to produce and place advertising and promotion for Annual Home Show Exposition Oct. 8-16. Radio and TV to be used.

NATONE Co., Los Angeles (Lip Life), today (July 18) starts seven week test campaign with five participations weekly on *Mary Margaret McBride* program on WNBC New York. Agency: David S. Hillman Inc., Los Angeles.

GILLETTE SAFETY RAZOR Co., Boston, appointed Foote, Cone & Belding International to handle advertising of company's razors and blades in Latin America and Philippine Islands. Agency currently handles advertising and public relations in U. S., Latin America and overseas markets of Toni Home Permanent Wave, owned by Gillette Co.

WESTERN AUTO SUPPLY Co., Los Angeles, contracts with KSD-TV St. Louis for 13 week series of 15-minute, one-a-week program, called *Polly Calling.*

ONTARIO FRUIT & VEGETABLE GROWER'S Assn., Toronto, starts *Mary Garden's Market Basket* program five times weekly on number of Ontario stations. Program to be expanded outside province to boost Ontario-grown produce. Agency: McKim Adv. Ltd., Toronto.

THRIFTY DRUGS Co., Los Angeles, purchases *Easy Aces* syndicated program produced by Fredric W. Ziv Co. Show will be aired on KECA Los Angeles next year. Agency: Milton Weinberg Adv., Los Angeles.

RUPPERT BEER schedules 14 showings of its five-minute film, *Sports Album* over WCAU-TV Philadelphia. Schedule calls for eight showings between 8:15 and 8:20 p.m. on selected nights when WCAU-TV carries Athletics or Phillies baseball games. Contract, which extends through Sept. 12, handled by Biow Co., New York.

Network Accounts • • •

DOLCIN Corp., New York, Sept. 19 renews *Dolcin News* on full Don Lee Network, adding additional quarter-hour weekly. Program currently heard Tues.-Thurs, to be heard effective that date Mon., Wed., Fri. (4:45-5 p.m. PST). Firm also renews *The Gospel Singer* that date on full Don Lee Network Mon., Wed., Fri. (10:15-10:30 a.m. PST); *Breakfast Gang* on 40 Don Lee stations Tues.-Thurs., Sat., (7:30-7:45 a.m. PST); and Sept. 20 replaces two quarter-hours of *Passing Parade* and one quarter-hour of *Sunday Favorites* with three weekly *David Ross,* Tues., Thurs. (3:45-4 p.m. PST) and Sun. (11:30-11:45 a.m. PST). All contracts for 52 weeks. Agency: Victor van der Linde, New York.

BLOCK DRUG Co., Jersey City, N. J. (Amm-i-dent toothpaste), to sponsor *Burns and Allen Show* on CBS, Wed. 10-10:30 p.m., starting Sept. 21. Show marks firm's first use of network radio. Agency: Cecil & Presbrey, New York.

LEWIS-HOWE Co., St. Louis (Tums), starts *Me and Janie,* new comedy show on 151 NBC stations, Tuesday, 5:30-5:45 p.m. (PST). Agency: Dancer-Fitzgerald-Sample, Chicago.

QUAKER OATS Co., Chicago, Aug. 27 starts sponsorshsip of *Man on the Farm* on MBS, Sat. 12 noon to 12:30 p.m. Show, originating from a Libertyville, Ill., farm, starts on MBS sustaining July 30. Quaker agency: Sherman & Marquette, Chicago.

FORD MOTOR Co. of Canada Ltd. starts Canadian produced *Ford Theatre* on 42 Dominion Network stations Oct. 7. For past two years *Ford Theatre* has been piped in from U. S., but production this year will be from Toronto. French version from Montreal, continuing from last year, starts Oct. 6. Both programs heard from 9-10 p.m. EST for 26 weeks. Agency: Cockfield Brown & Co., Toronto.

Adpeople • • •

ARCH T. CARITHERS, for past six years general sales manager of Rexall Drug Co., Los Angeles, named director of Rexall division of Rexall Drug Co. **GEORGE H. DAVIS,** manager of packaged medicine department, replaces him as general sales manager.

YOU MIGHT CATCH A 247-LB. TARPON*—

BUT . . . YOU NEED WKZO-WJEF TO LAND BUSINESS IN WESTERN MICHIGAN!

WKZO, Kalamazoo, and WJEF, Grand Rapids, give advertisers a bigger audience at less cost than any other two-station combination in Western Michigan.

Our latest Hoopers (March-April, '49) prove that WKZO-WJEF are *tops* in their home cities, for Total Rated Periods. . . . WKZO gets a *58.4%* Share of Audience, WJEF gets a *26.8%*!

In our two important markets, WKZO-WJEF deliver 41.5% more listeners than the next-best two-station combination. . . . BMB figures show that WKZO-WJEF get high "circulation" in *rural* Western Michigan, too. . . . *Best of all, this strong combination costs about 20% less than the next-best two-station choice in the area!*

Write to us or to Avery-Knodel, Inc. for all the proof of WKZO-WJEF's superiority in Western Michigan. The facts will convince you!

**H. W. Sedgwick got one at Panuco River, Mexico, in March, 1938.*

WKZO *first* IN KALAMAZOO and GREATER WESTERN MICHIGAN (CBS)

WJEF *first* IN GRAND RAPIDS AND KENT COUNTY (CBS)

BOTH OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

XUM

How Buyers' Market Can Mean Business for Broadcasting

By FRANK M. HEADLEY
President, Headley-Reed Co.
President, National Assn. of Radio Station Representatives

THE RETURN of the buyers' market necessitates, not radical changes in selling procedures or policies, but merely closer attention to the little things and resourcefulness and harder work on the part of the salesman.

There is no reason why the return of the buyers' market should be viewed as the beginning of a radio depression—nor should it be considered in terms of apprehension. Rather, the buyers' market represents a return to the most healthy of business levels. Competition, or if you please, a buyers' market, is the basis of free enterprise.

The years of the Allocation Era (1941-1948) that we have just passed through, must have been very pleasant for many business houses and salesmen. It must have been gratifying for the salesmen of plumbing supplies, watches, farm implements, etc., that they could say to a customer, "Next month we can only give you four units." In industry after industry, the allocation system has been dropped, until now salesmen are back at the old grind of knowing their products, studying their customers' needs, closing each sale by the sweat of their brows, and the pounding of their feet on the pavements.

Specific Advertising Needed

I recite this obvious fact, only to say that it hasn't been true of broadcast station representatives. The Allocation Era was not the best of all possible times for us. Most corporations could sell their goods for many of the last eight years to the government, or to the clamoring consumer and industrial markets. Advertising, while it was important to them, didn't require the sharp pencil that the buyers' market calls for today. In the last eight years, spot radio has grown 111%, but it has grown so remarkably in spite of the fact that general, widespread or institutional advertising in many cases filled the bill. Now that we come into a buyers' market, we are in a period when not general, but specific advertising is needed; not widespread, thin advertising, but concentrated impact.

Advertising alone, in any media, is no open door to sales results. The themes of the recent meetings of our great advertising associations, of agencies and advertisers, ran largely to the need for close analysis of sales figures to determine strengths and weaknesses, closer study of markets, of prospects, and of the way in which advertising messages matched or failed to match market possibilities. I find that my friends who are corporation presidents, vice presidents in charge of sales, and advertising directors and managers, are almost unanimous in testifying that the years in which they spend the most for advertising are the years in which they have the largest earnings.

No. 3 . . . The Representative

Most corporation executives are not only trying to maintain their sales efforts to avert a prospective decline in sales, but are also working on a formula by which more consumer mass advertising will be applied, so as to increase the results per salesman, per territory, per dollar of capital investment.

New products are being brought out, dressed up, sales researched, priced, tested, and are going on the market. There is a great confidence among businessmen that we have in our hands the basic conditions on which to maintain a stable employment and national income situation, very close to the peak of 1948, if we will but apply ourselves to the somewhat unaccustomed task of low cost, high power marketing. The backlog of savings, the consumer earning power, the needs, the money in circulation, and the credit all exist in liberal amounts.

Station representatives are most happy about the steady improvement in station programs, and the resulting increase in the number of listeners per set, and the number of hours per day that people are devoting to their radio and television sets. We are also conscious of the great strides advertising agencies are making in the art of persuasive copy. We note the "show me" attitude of advertisers, the quest for information on every fact that has to do with productive advertising.

All of the representative organizations are busy as beehives these days presenting the information on markets, audience, programs, availabilities, to the largest number of advertisers and agencies we have ever been able to include as prospects.

Spot broadcasting has always been a medium that required more intensive service than most other forms of advertising, and I can assure you that we were never so busy with service to prospective advertisers as we are right now. Service is probably more important in our business than in other types of business, since service is our product; it is the primary thing we "manufacture." The same principles apply to any industry; the type of service which manufacturers can offer will determine in many cases which of competing products will be purchased.

Competitive Selling

This business of selling radio time is more competitive today than ever before. Having something good to sell is no longer enough. Today, all approaches to selling radio time must be explored and exploited. Through the educational plans and services of NARSR spot radio stands to benefit. Projects already presented and underway are designed to sell the medium of spot radio to both old and new advertisers. Sales clinics and meetings with both advertisers and sellers have already been productive. This activity might well be called: Merchandising Your Selling.

In relation to national spot radio sales specifically, here's what I mean by Merchandising Your Selling. Suppose you are a manufacturer of a product for consumers. You wouldn't sit back and expect advertising to do all your sales work for you . . . you'd merchandise that product, too. Premiums, contests, streamers in store windows and counter displays and trade advertising would all be taken into consideration to play their part, plus all other devices of merchandising which might fit your product to make it easier for the consumer to buy your goods. The same theory should be, and is being, used to sell radio time. Again, it is not sufficient during a buyers' market to have just the right station, time period or service to offer. It is equally important to bring all this to the buyers' attention quickly, factually, attractively and often.

Percentage Question

As I see it, the principal question that advertisers have to face is the percentage of their volume which they should properly devote to mass advertising in order to move products from the shelves of dealers and distributors. The fact that that percentage declined during the war boom period has been forcefully brought to the attention of the marketing world by Walter D. Fuller, chairman of the Curtis Publishing Co. and president of the National Assn. of Magazine Publishers Inc.; by John Gillin, president of WOW Omaha and chairman of the newly created Broadcast Advertising Bureau (BAB); by Tom Flanagan, managing director of our own association, NARSR, and by Arno Johnson, vice president and director of media and research of the J. Walter Thompson Co. It is true that sales figures in many lines have slipped, not very seriously and perhaps only temporarily. But the temptation of the manufacturer to which he has succumbed in the past is to cut advertising first. In medical terms that's blood-letting.

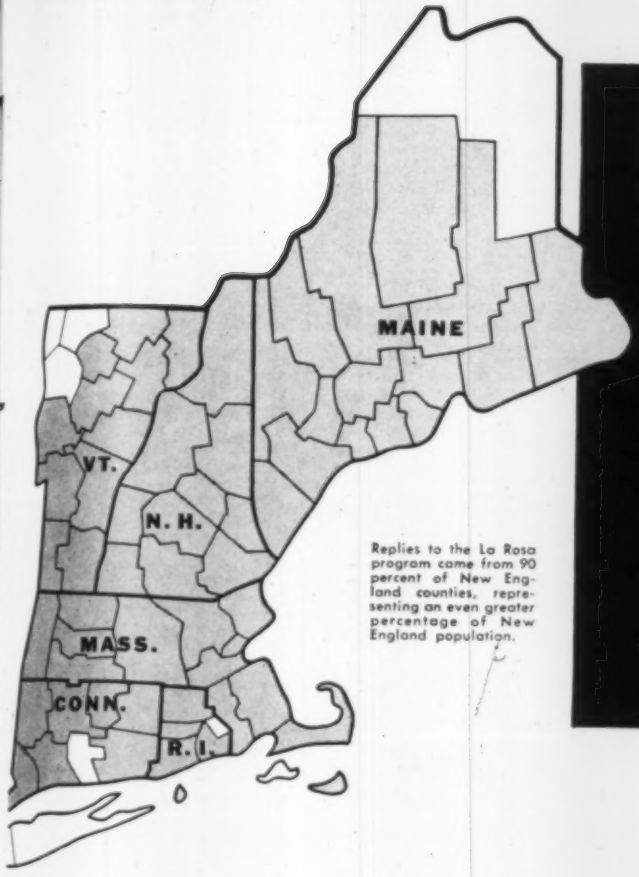
Undoubtedly there are times and occasions when that practice represents good common sense, but they are the minority. In the vast majority of cases, what is called for is the application of sufficient funds to make sales in the best markets for the product, in a medium, spot broadcasting, that has over and over again demonstrated outstanding ability to do the hard selling job of creating business.

Because all representatives are trying to sell the same commodity, namely, radio time, it is natural that their selling approaches and services should be similar in many respects. But let me review briefly just a few of the more important points used by the Headley-Reed Co. with which I am naturally most familiar. In addition to the basic tools such as current availability sheets, program logs, ratings, coverage maps, etc., our research

(Continued on page 30)

NO ONE is more keenly aware of the changed business climate and its effect on the sale of station time than the station representative. Frank Headley, president of the National Assn. of Radio Station Representatives as well as of Headley-Reed Co., herewith describes some of the tactics he and his fellow national representatives have found successful in persuading agency time buyers to use spot radio in general (and the representatives' stations in particular) to promote their clients' wares. A graduate of Creighton U. law school, Mr. Headley learned selling with Standard Oil. He also served as an FBI special agent before helping to launch his representative firm in 1936.

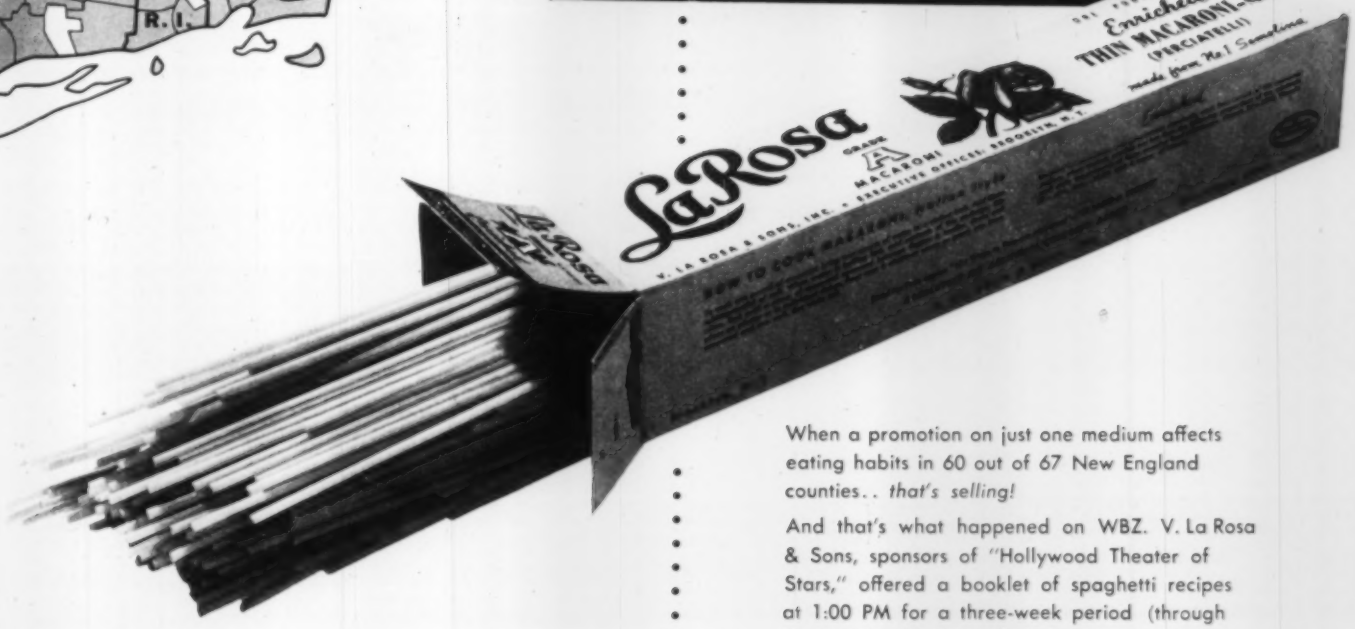
Mr. HEADLEY



Replies to the La Rosa program came from 90 percent of New England counties, representing an even greater percentage of New England population.

New England . . .

THE LAND OF THE Bean AND THE Cod and the land of Spaghetti too!



When a promotion on just one medium affects eating habits in 60 out of 67 New England counties.. *that's selling!*

And that's what happened on WBZ. V. La Rosa & Sons, sponsors of "Hollywood Theater of Stars," offered a booklet of spaghetti recipes at 1:00 PM for a three-week period (through Kiesewetter, Wetterau & Baker, Inc.).

Requests poured in from every county in Massachusetts and New Hampshire.. and from all but seven counties scattered through Connecticut, Rhode Island, Maine, and Vermont!

Here's further proof that WBZ (synchronized with WBZA Springfield) delivers *unbeatable* coverage throughout New England. To get this eminent sales medium on your schedule, call Herb Massé at WBZ, or Free & Peters.

WBZ

BOSTON

50,000 WATTS

NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc • KDKA • WOWO • KEX • KYW • WBZ • WBZA • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

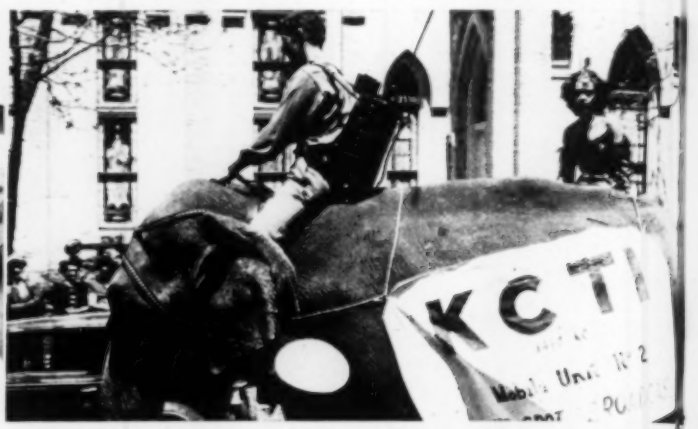
Radiorama

MAYBE it's the heat, or just summer slump in publicity that's caused this outburst of stunt shots. John F. Patt (l), WGAR Cleveland v. p.-gen. mgr., completes successful post as campaign mgr. for N. R. Howard, editor, *Cleveland News*, at Cleveland Ad Club election

TAKING no chances while covering wrestling matches for WMCT (TV) Memphis, Engineer Herb Zimmerman dons baseball mask as Announcer Charley Sullivan seeks protection in football helmet. Behind Mr. Zimmerman is H. W. Slavick, WMCT gen. mgr.

IT'S hard to say who's getting the bird here as Milton Q. Ford (l), WWDC Washington disc jockey, swears his parrot stooge "Richard" into Washington School Safety Patrol. Bird is regular part of Mr. Fords' morning show.

JOINING the "fowl" parade, Bo Amsberry, m.c. of KEX Portland Ore., *Squirrel Cage* show, take his studio companion, Gus the Goose, for a ride on the carrousel Gus is one of Mr. Amsberry's many "voices" for his children's program



THIS seems to be developing into an animal fair, and leave it to Texas to come forth with the largest beast. Not content with the usual side-line coverage, Announcer Tommy Wilson of KCTI Gonzales gets in the act with his walkie-talkie to give listeners complete description of Dailey Bros.' circus parade.

SHADES of old West return as Hollywood Ad Club holds "Hucksterado." Joining fun are (l to r) William Beaton, KWKW Pasadena mgr.; Robert McAndrews, mgr., Southern Calif. Broadcasters' Assn.; unidentified guest; Robert O. Reynolds, KMPC Hollywood mgr.; Mrs. Benton Paschall, wife of Western Radio Adv. executive.

EVEN the listeners get a little nutty in this radio world. In keeping with the spirit of KWK St. Louis' *Recallit and Win* show, these visitors arrive at the studio in full dress of the old days. Welcoming them is Tom Dailey, m.c. of daily quiz show, based on identifying old time tunes.

RADIO personalities will do anything—absolutely anything—to get photographed. But this group proves that it pays to be crazy in radio, as the occasion of the merriment is celebrating the signing of a new 39-week contract by Phillips Packing Co., Cambridge, Md. (soups), for sponsorship of *Wax Wackies* over WXYZ-TV Detroit. Johnny Slagle (standing) show's m.c., is host to pantomime artists, Three Gay Deceivers (l to r) Chuck Bartholomew, Danny Hauf, Eddie Klump Jr.

ASKING questions AND having fun, Comic Jerry Colona, in his usual subtile manner, gets pertinent data (i.e. phone number) from lovely Peggy Hall, m.c. of *Music of the Stars* on WLAW Lawrence, Mass. Comedian was guest on Miss Hall's show.

OBVIOUSLY bored with publicity is WAGA Atlanta's latest personality, "Droller," who pulled thousands of letters in contest to give him a name. Dog's masters are Jon Farmer (l) and Enos Franklin (portrayed by Tommy Doster), stars of *Georgia Hayride* show.

BROA

XUN

Memo to Editors

COAL HAS FOUR DIMENSIONS

LENGTH. Bituminous coal is available from coast to coast. Its benefits range from the heating of individual homes to providing light and power to entire states.

BREADTH. America's progressive coal mines are capable of meeting every need. Last year they supplied 96 million tons to electric utilities, 95 million tons to steel and rolling mills. Railroads consumed 99 million tons, other industrials 144 million tons, and retail dealers distributed 90 million tons to consumers' coal bins. Besides all this, the U. S. bituminous coal industry shipped 26 million tons to Canada and 20 million tons overseas, primarily to Europe.

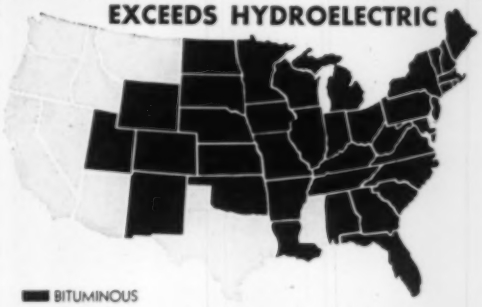
THICKNESS. As shown below, concentration of bituminous coal distribution parallels concentration of U. S. heavy industry. Where heat and power are at greatest demand, coal provides the basic answer.

TIME. Since man first discovered coal's usefulness, this time-honored resource has always been a "modern" fuel. Today—with sufficient U. S. supplies to meet estimated needs for more than a thousand years—America can count on coal more than on any other basic energy source.

USE OF BITUMINOUS COAL

STATES IN WHICH USE OF BITUMINOUS EXCEEDS OIL

STATES IN WHICH USE OF BITUMINOUS EXCEEDS HYDROELECTRIC



STATES IN WHICH USE OF BITUMINOUS EXCEEDS NATURAL GAS

Reproduced from forthcoming 1949 BCI Facts and Figures Book

BITUMINOUS COAL INSTITUTE

A Department of NATIONAL COAL ASSOCIATION

Southern Building, Washington 5, D. C.

BITUMINOUS COAL . . . LIGHTS THE WAY . . . FUELS THE FIRES . . . POWERS THE PROGRESS OF AMERICA

KSL

It's overwhelming...

(but not surprising)

Throughout Intermountain America . . .

KSL is the listeners' choice by more than 3 to 1!

KSL captures the biggest audience in 68.1% of the total 532 weekly quarter-hours!

KSL wins more than twice as many "firsts" as all other Salt Lake City Stations and Regional Networks combined!

That's the gist of the most far-reaching and complete study ever made in KSL's 74-county unit BMB Audience Area.

Conducted by Benson & Benson, Inc., independent research organization, this new Listener Diary presents sterling-silver proof that KSL is ahead by an overwhelming majority in a market where a million of your customers spend one billion dollars a year in retail sales.

If you want to stay way ahead of your competition in Intermountain America, call us or Radio Sales. And discover how 50,000-watt KSL gets you more customers **at less cost per customer than any other station or regional network.**

KSL

50,000 WATTS · CBS

SALT LAKE CITY

XUM

Remember the story about...

the old general store

that grew

into today's department store?

Such development is much like that of WWDC in Washington. WWDC has come to be a huge power for producing low-cost sales in the rich market of the Nation's Capital. And incidentally, big retailers are among our most successful advertisers. Check into this with your Forjoe man.

WWDC

AM-FM—The D. C. Independent

Represented Nationally by

FORJOE & COMPANY

Feature of the Week

THE SO-CALLED summer doldrums do not worry KOIL Omaha. Using the theme "Let's Go Places," KOIL has been telling its advertisers and prospects that "summertime is a good time to use the air," and the concentrated promotion campaign has been getting results.

Backbone of the campaign is a four-weekly program, *Let's Go Places*. Each show provides 15 minutes of information about local parks, beaches, fishing and picnic spots, outdoor events and national resorts. Tied in with the program is the "Take Along a Portable" theme which proved popular last year with radio dealers and distributors in Omaha and its across-the-river neighbor, Council Bluffs, Iowa.

KOIL inaugurated its "Let's Go Places" promotion May 30 by sending a series of invitation-size cards (3½" x 4½") at intervals of two a week for two weeks to 300 advertisers and prospects. Each card presented facts concerning radio listenership during the summer but gave no KOIL identification.

As a follow-up to the card mailings, a three-page broadside was sent to the same mailing list of 300 names. The summer radio facts were repeated, and information designed to sell KOIL was included. A vignette of KOIL plans for summer programs and services was given.

KOIL made effective use of signs on taxicabs in its summer listening promotion campaign.

* * *

Public transportation vehicles were used extensively to help put across the "Let's Go Places" and "Take Along a Portable" themes. In 475 Omaha-Council Bluffs street

(Continued on page 70)

On All Accounts

WHEN CARROLL MARTS comes to grips with a major problem at Mutual's midwest headquarters, he uses the same big, muscular hands he used as a boy to milk Holsteins on his father's farm.

But his present-day exertions require less strength of finger and thumb than those of yesteryear. They consist mostly of swinging on and off midwest trains and planes, gesturing to drive home a sales point, and occasionaly doing a sales service stint with paper and pencil.

CARROLL

Trained as an accountant, Carroll made his mark with Mutual as a sales service expert, but, unlike some "book workers," had the personality and charm to branch out into selling. His salesmanship reached full flower in June when he signed Quaker Oats (feed division) for 39 weekly half-hour programs on more than 400 Mutual stations.

A native of Ankeny, Iowa (population 512), Carroll Hartman Marts grew up with three younger brothers on their father's 160-acre farm. He attended the same consolidated school throughout his grammar and high school years, then matriculated at Iowa State College. But rather than pursue agriculture ("I had my fill of that"), he took up architectural engineering. To help pay expenses, he played the fiddle at square dances.

In 1929 ("Crash!! Bang!!"), he sold Hoover vacuum cleaners with such regularity that he won a trip to the company's home office in North Canton, Ohio. He was advanced enough cash for a "first class" rail trip, but took a bus instead—saving $30 for a stopover in Chicago.

"It was my first visit to the 'big town,' and I decided forthwith to seek my fortune there," he recalls.

When Carroll arrived in the Windy City the following year, he had a "grubstake" of only $37. But he had nerve enough to tell the personnel manager at the midwest offices of the A. & P. Food Stores that he could operate an adding machine — which he couldn't. However, he got the job, and it was several days before he tripped up on "four $1,000 errors!"

Rather than bounce him, the A. & P. exiled him to "their own private Siberia—the shipping department." But this was duck soup for the Iowa farm boy and, within a year, he was promoted to assistant manager of the shipping office. Armed with this im-

(Continued on page 20)

Profits Await Advertisers in these 5 Markets

WORK
YORK, PA.
ESTABLISHED 1932

WEST
EASTON, PA.
ESTABLISHED 1936

WKBO
HARRISBURG, PA
ESTABLISHED 1922

WGAL
LANCASTER, PA.
ESTABLISHED 1922

WRAW
READING, PA.
ESTABLISHED 1922

NBC AFFILIATES

Represented by
ROBERT MEEKER ASSOCIATES
NEW YORK • LOS ANGELES
SAN FRANCISCO • CHICAGO

STEINMAN STATIONS

Agencies

FRANKLIN S. ROBERTS appointed radio and television director of Harry Feigenbaum Adv., Philadelphia. He formerly was assistant to **ERWIN ROSNER**, who is now affiliated with Penn Fruit Co.

GEORGE ENZINGER resigns from Roy S. Durstine Inc., Chicago, where he was vice president, to join Smith, Benson & McClure, same city, in similar capacity. Durstine office was closed end of June. Other Durstine employes who have moved to SB&M include **HARRY HURD**, copywriter; **VIRGINIA FAIRCHILD**, spacebuyer, and **GEORGE FARRELL**, art director. Agency also is taking over four accounts Mr. Enzinger handled: United States Brewing Co., Chicago (Rheingold and Gold Crown beer); Doublewear Shoe Co., Minneapolis; Stella Cheese Co. and Booth Fisheries Corp., Chicago.

CORDELIA FEEHAN, former media and production director at Keely-Kramer Adv., New York, joins Elliott Nonas Adv., New York, as director of media.

CHARLES R. TANTON and **VICTOR G. BLOEDE** elected vice presidents of French & Preston Inc., New York. Mr. Tanton will continue as merchandising and media director and Mr. Bloede will continue as copy director.

Mr. Tanton

THEODORE FISCHER, formerly with Caples Co., Chicago, as copy chief, joins Davis & Co., Los Angeles, in charge of merchandising plans and copy.

WALTER BUNKER, vice president and head of radio and television for Young & Rubicam, Hollywood, is in New York for two week conferences.

JIM PATTERSON of J. Walter Thompson Co. Hollywood publicity staff, is recovering following emergency appendectomy.

Mr. Bloede

JAMES ASTON GREIG joins Simmonds & Simmonds, Chicago, as vice president and account executive. He is former advertising manager of the Gatke Corp., Chicago (brake linings and bearings).

HORACIO ABLAN-MESTANZA, president of Foreign Screen Corp., New York, appointed head of Latin American creative department, and in charge of Latin-American press relations for Foote, Cone & Belding International, Chicago.

DAVID K. BORTZ, formerly with McCandless & Klaus, Cleveland, Ohio, joins Cleveland advertising office of Architectural Record, New York.

JAMES R. FOX, formerly with McCann-Erickson and for last seven years that agency's branch manager in Puerto Rico and Cuba, joins Nelson Chesman Adv. Co., Chattanooga, Tenn.

MURIEL TOLLE, vice president of Tolle Co., San Diego, elected chairman of San Diego Assn. of Advertising Agencies.

NORMAN PHELPS, counsel in advertising, merchandising and promotion of perfumes and cosmetics, joins C. C. Fogarty Co., Chicago agency.

WALSH ADV. Co. Windsor and Toronto, expands operations in Montreal and opens enlarged office there at 660 St. Catherine St. West, with **F. REX WERTS** as manager, **YVES G. BOURASSA** as head of French department, and **ATHOL STERWART** as radio director.

SHEPHERD MEAD, head of radio copy department of Benton & Bowles, New York, is autor of novel *The Magnificent Maciuness*, to be published by Farrar Straus July 20.

LOUIS SHAPPE, president of Shappe-Wilkes Inc. Adv., New York, is the father of a girl, Amy Doris.

ERWIN, WASEY & Co. of Minnesota moves offices to 523 Marquette Ave., Minneapolis.

DEANNE COORDS, formerly with Prentice-Hall Inc., New York, joins Hewitt, Ogilvy, Benson & Mather Inc., New York, in copy department.

Sh-h-h!

oh—

The Secret's Out . . .

He's Coming

to Washington

"BOSTON BLACKIE"

RADIO'S ACE DETECTIVE

5 Nights Weekly

6:15-6:45 PM — Monday thru Friday

Available—
for full sponsorship
or
for participating
announcements

ABC SPOT SALES
has the whole story!

WMAL-TV WMAL WMAL-FM

THE EVENING STAR STATIONS

WASHINGTON, D. C.

How Buyers' Market Can Mean . . .

(Continued from page 12)

department has prepared for each of our stations a cost per thousand analysis based on latest coverage, cost and ratings. These are in mimeographed form and are available to time buyers and stations. Program profiles have been prepared for many of the programs carried on our stations. These are available in attractive brochure form and list all pertinent data such as program description, talent background, costs, ratings, current sponsors and success stories. These profiles are offered to buyers either separately or collectively by program types such as disc jockeys, women's participating shows, musical clock types, news, etc.

Recordings are cataloged and filed on many of the programs available on our stations for ready auditioning to the buyer. The research department of our company is continually preparing for the salesmen special presentations as a service to buyers and stations who come to us for help on special problems. Another Headley-Reed sales service, carried out for its stations, salesmen and time buyers, is the Sales Manual. Prepared by Walter P. Burn, recognized research organization, the Sales Manual contains basic data sheets for each of our stations. Included in these station data sheets are contour and BMB maps, estimates of BMB and contour coverage, sales totals by product and type store, size and value-of-crops of the farm market and other basic and useful information. The whole purpose behind the sales manual is to give our salesmen uniform, accurate and factual information to better sell and service the time buyer.

Many of the things we do for the stations lend themselves in turn as a service to the buyers. Advice and guidance to stations take many forms. For example, audience measurement services are expanding, and we make recommendations on these, such as: Area Reports, analyses are given for revision of rate cards, program structures are criticized and program trends are reported, i.e. the "Mr. and Mrs." type of program has been on the increase; BMB information, advice and clarification are given to all stations; warnings to watch credit losses, and the development of new business whether local or national. These are just a few examples to show the wide variety of our efforts to sell and service the station and the buyer of national spot radio.

All the things the representative has to offer for both the station and the buyer work to the mutual benefit of both. But the important thing today during the buyers' market is to market all this—to merchandise it. You might think you have the best station in the world or the best availability, but that alone won't always get the order. Package it and publicize it if you want to reap the harvest. Time buyers, account executives and advertising managers are very busy people, so offer your services quickly, factually, attractively and as often as you can. Merchandise your selling and you'll sell your merchandise (radio time) . . . in a buyers' market.

SURE,

some Chicago stations

can be heard in South Bend

. . . but the audience

LISTENS

to WSBT!

There's a whale of a big difference between "reaching" a market and *covering* it! Some Chicago stations send a signal into South Bend—but the audience *listens* to WSBT. No other station—Chicago, local, or elsewhere—even comes close in Share of Audience. Hooper proves it.

WSBT
SOUTH BEND

5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

On All Accounts

(Continued from page 18)

posing title, Carroll wooed and won Evelyn Sternad, a petite secretary in the company's office. Two years later, in 1933, the Marts welcomed daughter Carolynn and the cares of fatherhood weighing heavily on his shoulders, Carroll decided to better himself by enrolling at Northwestern U.'s night commerce school. Six years later he was named chief accountant of A. & P.'s midwest division, a position he held until 1942 when Mutual offered him the post of chief auditor.

When MBS moved its auditing department to New York in 1943 Carroll went along for a two-month transitional period, then returned to Chicago as office manager and sales service manager of the network's midwest operations. In 1945 he was named assistant to Mutual's Central Division vice president, Adolf N. Hult, in addition to his other duties, and in recent months has become business manager and account executive.

Besides Quaker Oats, his active accounts are the Wander Co. (Ovaltine), Miles Labs (Alka Seltzer), and Christian Reform Church, sponsor of the popular *Back to God* hour.

Carroll "cut the red tape" when Miles' *Queen for a Day* was broadcast in 1946 before 200,000 persons at the Corner of Chicago's State and Madison Streets.

The night Wendell Willkie died it was he who convinced a recalcitrant sponsor (a Democrat) that he should relinquish 30 seconds of his time so that news of Mr. Willkie's death could be broadcast. He has serviced Perfect Circle's Indianapolis Speedway broadcasts, and was handling Campana's *First Nighter* on an occasion when a woman in the audience expired. He managed to keep the program on the air without interruption.

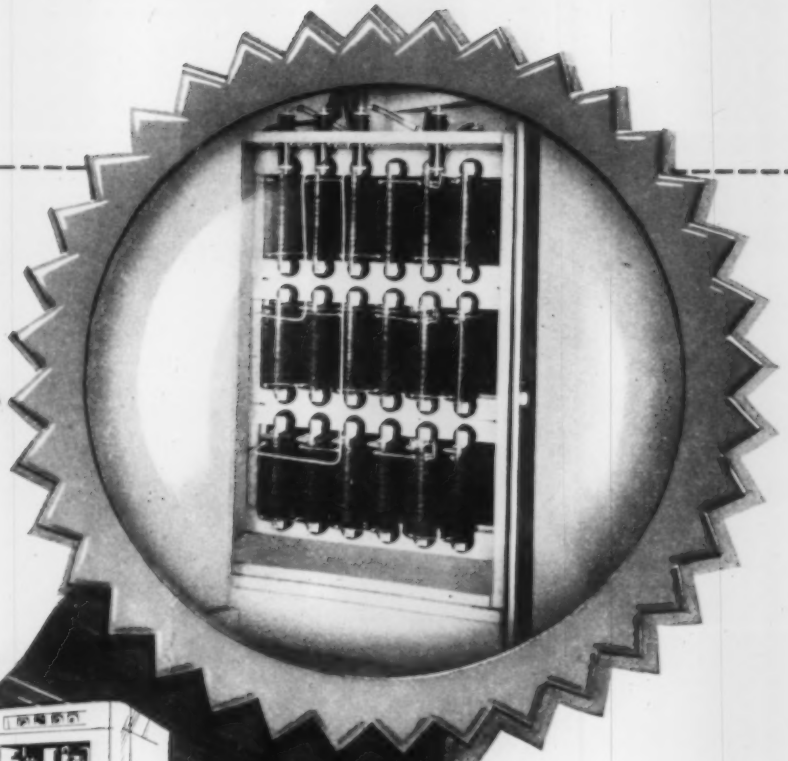
The Marts family has been a foursome since 1940, when Patricia arrived. She is a fourth grader at the grammar school in Oriole Park, a Chicago suburb. Carolynn is a junior at Alvernia high school nearby.

Carroll has few diversions, but enjoys an occasional game of gin rummy with Mrs. Marts. In the summertime, true to tradition, he gardens.

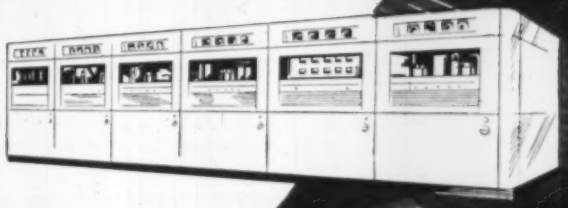
YOU CAN BE **SURE**.. IF IT'S

Westinghouse

METAL RECTIFIERS THROUGHOUT



The New 50-KW AM Transmitter



BLUE RIBBON Dependability

For the first time in *any* transmitter, metal rectifiers have been successfully used to supply *every* stage including the final! The new Westinghouse 50-kw AM transmitter does not contain any tube rectifier!

Westinghouse pioneered the application of metal rectifiers to broadcast transmitters. The pioneering is now backed by years of experience with many installations. These are typical comments:

"KXEL has been on the air for six and one-half years, and to date, has not experienced a moment's difficulty with a single metal rectifier."

Signed: Don Kassner, Chief Engineer
Josh Higgins Broadcasting Co.

"For your information, our Westinghouse . . . Transmitter (Station WBBM) has been in operation for almost seven years.

"During this period I am pleased to say that we have not had a single case of trouble with our Westinghouse metallic rectifiers."

Signed: J. F. Novy, General Engineer
Central Division—CBS

Metal rectifiers have virtually unlimited life and *eliminate* tube rectifier failure as a cause of outages.

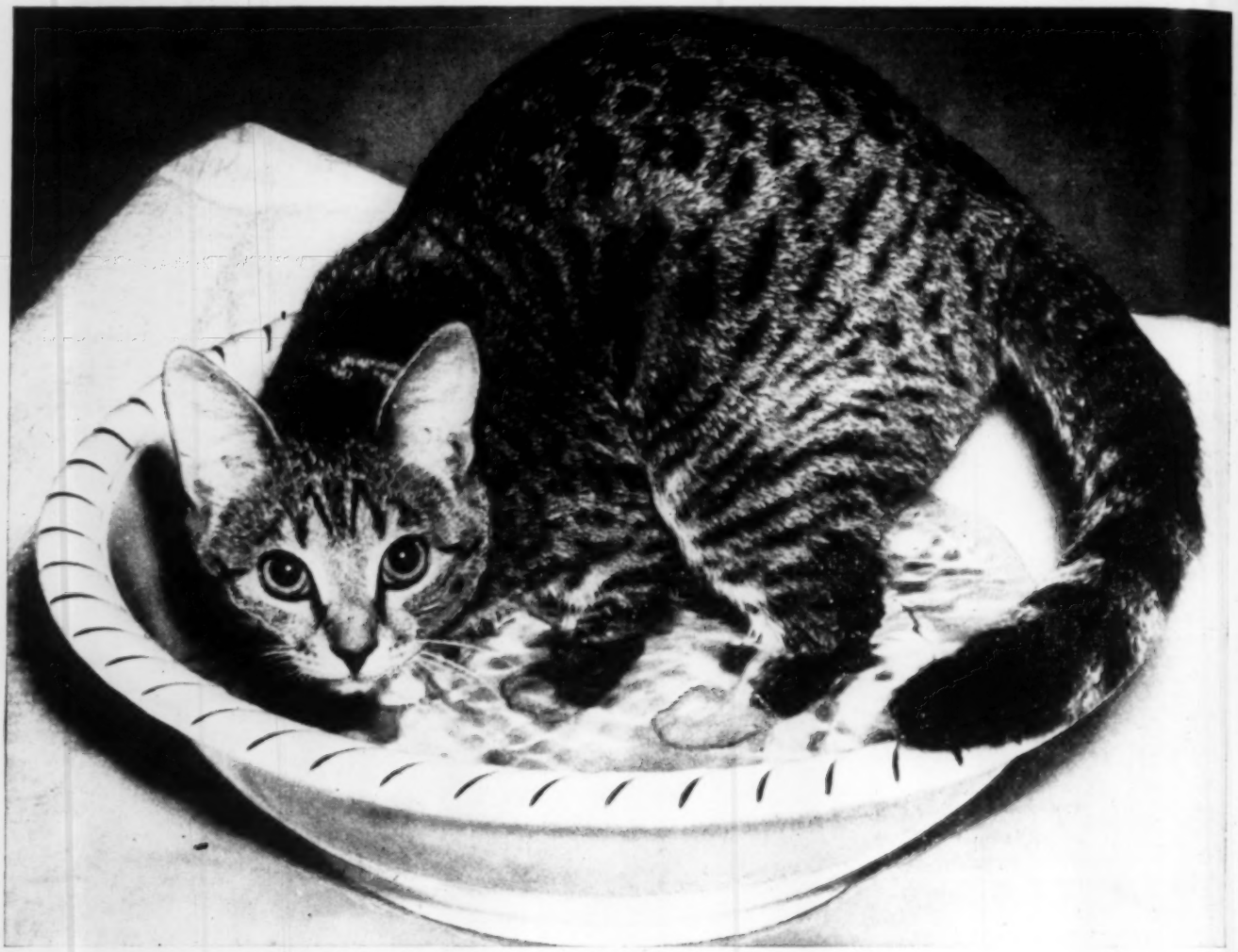
Get the details *today* about this and other important features of Westinghouse transmitters.

Call your local Westinghouse representative, or write Westinghouse Electric Corp., P. O. Box 868, Pittsburgh 30, Pa.

J-02170

Westinghouse

FIRST IN BROADCASTING



STRANGE CAT

Most cats bare fang and claw to resist water. But this unusual kitten really likes to take a bath.

There's something unusual, too, in the Baltimore radio market, and it's Station W·I·T·H, the BIG independent with the BIG audience.

W·I·T·H is unusual because it delivers so many loyal listeners at such amazing low cost—more for fewer dollars than any other station in town.

This means you can do BIG things with a LITTLE money on W·I·T·H. So if you want low-cost results from radio in Baltimore, get your Headley-Reed man to give you the whole W·I·T·H story today.

WITH

BALTIMORE, MARYLAND

TOM TINSLEY, *President* ▪ *Represented by* HEADLEY-REED

BROADCASTING
TELECASTING

Vol. 37, No. 3 WASHINGTON, D. C., JULY 18, 1949 $7.00 A YEAR—25c A COPY

STREAMLINED NAB

Set to Start Aug 1; Budget Sliced

By J. FRANK BEATTY

NAB will start operating Aug. 1 with a brand new and streamlined structure, geared to do a bigger all-industry job under a much smaller budget.

Audio and video divisions will be inserted into the NAB structure between the curtailed departmental setup and the president's office. Despite this expansion, members will have their dues cut an interim 12½%, reflecting widespread industry demand.

This sweeping revision of the association structure was achieved in three days by the board of directors, which met July 11-13 at Portsmouth, N. H. It is the first step in reorganization.

The second step, involving personnel and management duties, is entirely in hands of President Justin Miller who was charged with complete responsibility for NAB's revamping operation and aggressive day-to-day management.

Two important NAB operations were blended into the new structure by deleting the office of executive vice president and the Program Dept.

Hopes to Complete by Aug. 1

Already President Miller is working on selection of personnel and division of detailed functions. He is to finish the task by Aug. 1. No salaries are to be cut but Judge Miller can shift personnel as he wishes and hire or fire as he sees fit, within the board's job allotment mandates.

Left intact by the board is Broadcast Advertising Bureau, created at Chicago last April. BAB will operate directly under the president with the understanding that it will be separately incorporated at a later date. Its administrative status was clarified by the board but this will not have any important influence on the aggressive sales promotion campaign to be staged for all industry segments, including FM and TV. (See BAB slide film story page 31.)

By setting up audio and video divisions the board recognized the desire of AM, FM and television stations for specialized services. AM and FM are lumped under the Audio Division as kindred aural services.

Though NAB has only six TV members at this point, the board felt it should serve as the trade association for the rapidly expanding video industry. No formal action was taken looking toward fusion with Television Broadcasters Assn. or to compete for video station memberships. The board figured, however, that NAB should be an all-industry association.

Back of that was the desire to provide a complete TV service that would attract television stations to NAB. Instead of engaging in a membership struggle with TBA, the board decided to invite all video stations to join NAB just as it did in 1945 when members of FM Broadcasters Inc. were invited into NAB upon dissolution of that organization.

FM will get special attention by inclusion of an FM department and director within the Audio Division. The FM director will operate on a fulltime basis. This action was taken after long discussion.

Thus realigned, NAB now will proceed with a membership campaign that was directed by the board earlier in the year but held up pending reorganization. The cut in dues and the new structure are expected to halt member resignations (see story page 32), attract new members and bring those who have resigned back into the fold.

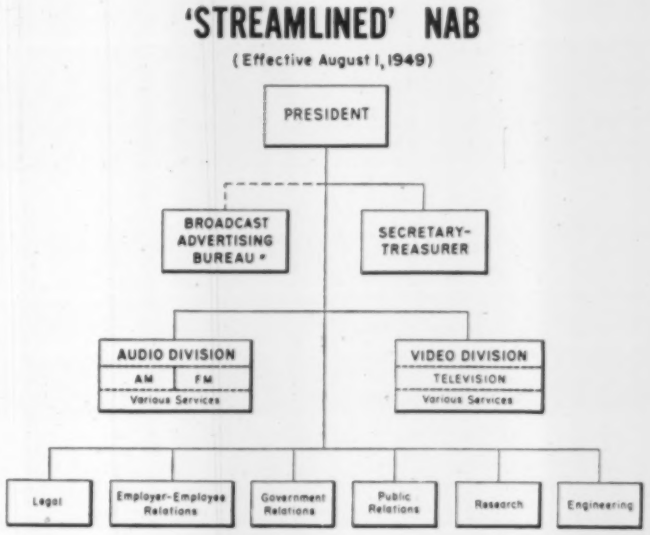
The board took its history-making action in what many members called one of the hardest-working meetings within recollection. Starting with July 9 and 10 committee meetings, the board worked day and night. Even meal hours were utilized and last Tuesday members were working long after midnight. The playtime attractions of Wentworth-by-the-Sea, famed New England resort, were largely ignored as the directors sat around a table in the hotel's basement.

Only recreation during the three-day board schedule was a Monday evening clambake, and even then directors were huddled in little groups—reorganization groups.

The main revamping stroke was taken by adopting a structural plan based on recommendation of the board's Structure Committee

(Continued on page 24)

* * *



* Ultimately to be separate corporate entity.

NBC REORGANIZATION

Plan Takes Shape

By ED JAMES

REORGANIZATION of NBC, a project which has been under painstaking study for the past several months, will probably begin to take shape before the end of summer, BROADCASTING learned last week.

The highest echelon of the network and its parent company, RCA, have been vigorously at work on various plans, all of which have the common purpose of creating an administrative and operational design that can most efficiently cope with present inter-network competition and with the changing pattern of radio-television broadcasting in the future.

Some months ago it became known that the management consultant firm of Booz, Allen & Hamilton had been engaged to assist in the reorganization. The consultants, it was learned last week, have prepared two alternate plans, differing only in some details. One of these, or a modification of both, will be adopted as the organizational policy of the network soon, perhaps within two months.

Although it is impossible at this time to describe in detail the NBC structure as it will eventually emerge, some broad outlines may be drawn.

At the outset it must be pointed out that however sweeping the changes contemplated as the ultimate goal of the reorganization, they will probably be undertaken step by step. It is not believed that the network will endeavor to redesign itself overnight.

According to the present stage of planning, one major part of the reorganization will be the reversal of the network's present policy of integrating radio and television within the general administrative makeup.

It is considered probable that radio and television operations will eventually be separated, and each placed under the operational command of a high-level vice president. These operating vice presidents would report to the general administration of the company through Charles R. Denny, executive vice president.

In simplified exposition, the high

(Continued on page 34)

NAB Reorganization

(Continued from page 23)

headed by Clair R. McCollough, WGAL Lancaster, Pa. The board adopted the resolution unanimously, as it did many resolutions involving specific details of the reorganization.

"I'm proud of the boys," Judge Miller told BROADCASTING after the meeting. "They worked hard. It was the most successful board meeting since the 1945 reorganization when I assumed office."

Holding of board meetings before and after the annual NAB convention was discontinued. The board decided to hold three meetings a year. Members took the position that they are tired after attending a convention and anxious to get back to their offices, with the result that these meetings are not conducted as efficiently as other sessions. Pre-convention board meetings have generally been routine, with major decisions left to the incoming board. Next board meeting will be held in November.

Facing the board last Monday was the baffling problem of supplying more services, drawing in TV stations and keeping AM and FM stations happy while video received parallel recognition—all at less cost.

Directors had conducted individual surveys among the station groups they represent. Thus large funds of material were in the hands of the Structure Committee when it met the Saturday preceding the board meeting. NAB headquarters had supplied specially prepared data.

The committee has been functioning since last November. By the time the board met last Monday morning, the committee was ready with recommendations. The board went right into reorganization, main problem on its agenda. All day Monday it went over the plans and recommendations, sitting as a committee of the whole, with NAB staff officials excused, aside from Judge Miller who presides as chairman of the board.

The discussions were tough at times, in keeping with the serious work at hand. The Structure Committee presented all the main plans that had been suggested, reciting arguments for and against.

By late Tuesday the reorganization had begun to take shape. The basic job was out of the way Wednesday noon, though many important details remained to be worked out.

The Finance Committee, headed by John F. Meagher, KYSM Mankato, Minn., had met the previous Sunday but had taken little action pending reorganization. At a Tuesday night joint meeting of the finance and structure groups a new budget was fashioned.

Originally the 1949 budget was based on estimated receipts of $820,000, with expenses of $776,000. This had been revised because of a drop in estimated dues to $781,000.

Now the board has set up a budget based on expenditure of $701,511 for the 12 months starting Aug. 1, a saving of about $75,000. The $701,511 includes all expenses for BAB, FM and TV. BAB was budgeted at around $200,000 when it was set up in Chicago last April.

The cut in dues, as adopted by the board, applies to the period Aug. 1-Dec. 31. Active members will benefit. No change was made in the dues of associate members.

Recognizing member complaints about dues, the board instructed the Finance Committee to review member classifications and the dues structure to remove inequities.

A separate interim dues struc-

(Continued on page 30)

TEXT OF THE COMMITTEE'S REPORT AS ADOPTED

ACTION of the NAB Board of Directors in reorganization of the association's structure was taken in the form of a resolution which was adopted unanimously. The resolution was based on recommendations of the board's Structure Committee of which Clair R. McCollough, WGAL Lancaster, Pa., is chairman.

Text of the committee's report, as adopted, follows:

WHEREAS the Structure Committee of the NAB has thoroughly investigated the present structure of NAB and has studied the question of reorganization of the association to effectively meet the needs and demands of the present state of the broadcasting art; and

Whereas the Structure Committee has consulted with a large number of representative station owners and operators of all classes (AM-TV-FM): networks; independents, and affiliated organizations to ascertain the most logical plan to be developed in accordance with the mandate imposed upon it by the NAB board; and

Whereas, aware of the responsibility entrusted to it, the Structure Committee submits recommendations which in its judgment will provide a strong, united and flexible trade association capable of satisfactorily serving all elements of the broadcasting industry; and

Whereas the studies made by the Structure Committee have convinced its members that substantial economies can be effected in the operation of NAB;

Therefore, the committee recommends the following actions be taken to achieve the above objectives:

1. Restyle the organization of the association to include the following:

(1) President

(A) Secretary-treasurer

(2) General Departments.—(a) legal, (b) government relations, (c) employe-employer relations, (d) research, (e) public relations, (f) engineering.

2. Establish two divisions of the association to perform special functions and services peculiar to audio and video operators as follows:

(1) Audio Division to include both AM and FM.

(2) Video Division to include television (TV) and other arts which may be developed in this field of electronic communication.

3. Name a director competent to carry out the special services of each division.

4. Delete the office of executive vice-president together with all clerical help and appurtenances thereto.

5. Consolidate the Program Dept. with other divisions and departments of the association.

6. Reduce all standing committees to a maximum number of 10 with five members to each committee, one of whom shall be a board member.

7. Eliminate board liaison committee members.

8. Eliminate board meetings at the national conventions and provide for three board meetings annually to be held at time determined by the board.

9. Based upon studies referred to in the preamble of this report, the committee recognizes the great need for a strong, well-financed and managed Broadcast Advertising Bureau (BAB) but feels this activity can be most effectively operated as an independent entity.

The committee, therefore, recommends that the NAB continue its present financial support and supervision of BAB and further recommends that immediate steps be taken by the association to bring about the organization of the bureau as a separate and independent corporation.

10. In view of the economies which would result from the adoption of the foregoing report, the committee believes that effective and efficient operation of all services of the association can be adequately provided by a dues structure which will yield less than that now in effect. It is suggested that the Finance Committee study this proposal and its effect on all types of present and prospective membership and report thereon to the board at its November meeting.

11. Suggests a 12½% rebate on all active membership dues effective Aug. 1, 1949.

In conclusion, the Structure Committee believes the above outlined plan recognizes the fluid and volatile character of broadcasting as well as the need for segregating functions of a general nature and common to all facets of the industry from those which are of a special nature and peculiar to particular segments thereof.

The committee believes this plan would provide an organizational structure satisfactory to the operation of a more virile, potent and efficient trade association capable of serving harmoniously all segments of the broadcasting industry and the public which it serves.

TIME OUT for a late evening clambake was taken by NAB board at Portsmouth, N. H. Directors' families joined in eating the delicacies.

HIATUS HOKUM

Sponsor Prompts WAVE, F&P Research

By HERMAN BRANDSCHAIN

A CIGARETTE COMPANY recently decided to take a summer hiatus everywhere on its spot radio campaign.

It felt hot weather listening dropped off to a point where spots weren't worth their billing. The company also felt that when audience dropped, rates should drop, too.

Free & Peters Inc., station representative, became concerned with the problem. It assigned Ed Shurick, head of its research-promotion department, to get the facts. His findings, though concerned only with WAVE and Louisville, Ky., upset a great many misconceptions. They may have helped keep the cigarette company on the air, which in fact, is maintaining its spot schedules.

One of a Series

What Mr. Shurick found, as he padded around in the doldrums of summer listening in Louisville with a pencil and slide-rule, was:

1. That shows with Hoopers from 5 to 20 changed little in audience volume because of summer. Spots adjacent to these shows would therefore continue to be good buys.

2. That winter shows with more than 20 Hooperatings, or their replacements, lost audience volume significantly in the summer. Nevertheless he found it was more economical for a spot advertiser to ride a campaign right through the summer even when the announcements were adjacent to such topmost shows.

3. That aside from Hooperatings, there is a huge unmeasured summertime audience, tuning in to radios in automobiles, at beaches and even on boats.

Issues Booklet

Free & Peters has taken its findings, incorporated them in a 20-page booklet called *Summer Radio Listening*, and sent it to agencies, stations and clients. With the booklet went a letter from Jones Scovern, F & P's vice president in charge of sales, who said:

"We have heard more this year than ever before about diminishing ratings of the big network shows in the summer and the subsequent effect on the value of spot radio. In order to spike the horrible extremes to which such discussions may lead we have prepared the attached analysis of summer vs. non-summer tune-in."

Mr. Shurick's study treats primarily Class A time. Daytime listening in Louisville, he found, did not suffer extreme audience loss in the summer. He pointed out that morning radio listening in Louisville during the past 12 months averaged 14.4% tune-in, with a high of 17.2% in February and a low of 12.3% in July. The lowest month was thus only 2.1 percentage points less than the average. The same kind of picture was obtained for afternoon listening. The afternoon year-round average was 17.6% with a high of 19.7% in January and a low of 15% in July. July was off only 2.6, which Mr. Shurick regards as insignificant.

The nighttime (6 to 10 p.m.) presented an entirely different picture. The mean for such tune-in was 29.5% with a high of 37% in February and a low of 19.9% in July. Without further facts, such a loss in audience as is indicated by the July figures would be regarded as serious.

Analyzes Nighttime Shows

Mr. Shurick, however, then proceeded to analyze the nighttime shows, dividing them into two big classes. In the first class are network programs whose ratings in Louisville are over 15—above average. In the second class are network programs whose ratings are from 5 to 15—which he calls average rated programs.

The second class, set forth in Chart 1, shows that such programs held most of their audience—come heat or cold. In the summer they rated 9.1; in the fall-winter, 10.9, and in winter-spring 10.7. Mr. Shurick concluded that any advertiser with spots adjacent to these average rated programs should have no real concern over summer audience loss.

The first class, however, comprising the top-rated programs, was given further analysis by Mr. Shurick, who concluded spots near them, too, should not be abandoned in summertime. These programs, or the time periods occupied by their summer replacement, show wild audience fluctuation. These programs are the Bob Hope, Phil Harris, Fibber McGee, *Big Town*, Red Skelton types of audience snarers. Their fall-winter Hoopers averaged 19.3, their winter-spring, 19.5, but their summer replacements only 9.4. These programs are set forth in Chart II.

Mr. Shurick contended that the "plus" potential realized over nine months of the year for these programs justified buying them during the summer months. Failure to buy them on a year-round basis might reuslt in loss of valuable time franchises, he argued.

He used two examples to illustrate his point. In one example, he cited the case of an advertiser whose spots in the winter are near a program with a 20 rating, while in the summer the rating is down to 10. The non-summer months average mean for nighttime Louisville programs is 13.6, so that the program with a 20 rating has 6.4 points over the average each month for nine months—or a total of 57.6 points over the average for nine months. During the three summer months, it loses 3.6 points for a total of 10.8. From this, Mr. Shurick concluded that the summer-time loss is insignificant compared with the gain.

In his second example, Mr. Shurick took the specific case of an advertiser who bought spots on a year-around basis and compared him with a seasonal advertiser who took a summer hiatus. The year-arounder got 1,000 impressions at a cost of 86 cents; cost to the other per 1,000 impressions was $2.75.

The year-around advertiser gained a choice franchise of 8:00 p.m. across the board. His station breaks won 3,558,168 family impressions during fall-winter; 3,680,194 during winter-spring, and 2,306,682 during the summer. The total was over 9,500,000 family impressions.

The seasonal advertiser went on the air from October to March and had to be satified with a scattered selection of station breaks. For the first three months, the spasmodic advertiser won a total of 766,506 family impressions.

The year-arounder paid $8,190 for his 9,545,044 family impressions, or 86 cents per 1,000 impressions. The seasonal advertiser paid $2,106 for his 766,506 impressions, or $2.75 per 1,000 impressions.

Mr. Shurick also pointed out further that the summertime audience is never properly measured because of the failure to measure listening at beaches, listening over 11 million car radios and on boats. He said that it is estimated that 85% of the pleasure craft around New York are radio-equipped.

* * *

CHART I

Network Programs as Broadcast by WAVE Louisville With Less Than Average Ratings of 15 But More Than 5 the Year Around.

	Summer Hooperating	Fall-Winter Hooperating	Winter-Spring Hooperating
Horace Heidt	15.2	11.8	12.6
Big Story	13.1	16.8	16.6
Music Hall	11.3	16.5	16.2
Take It or Leave It	13.0	13.6	12.0
Cavalcade of America	9.2	9.9	8.2
Boston Blackie	7.3	13.8	13.5
Truth or Consequence	8.0	13.2	14.9
Grand Ole Opry	6.2	10.8	11.4
Dr. I. Q.	7.5	9.2	7.7
Fred Waring Show (average 5.6 & 10.4)	8.0	8.4	9.1
Guy Lombardo	8.2	6.6	6.3
Contented Program	7.2	7.5	7.4
Telephone Hour	6.9	6.8	7.8
Voice of Firestone	6.2	7.2	6.0
Average	9.1	10.9	10.7

* * *

CHART II

Networks Programs as Broadcast by WAVE With Non-Summer Average Ratings of 15 or More in Louisville.

	Summer Replacements	Fall-Winter Hooperating	Winter-Spring Hooperating
Phil Harris	4.8	15.5	16.3
Bob Hope	10.9	23.7	25.4
Fibber McGee	14.1	29.7	30.1
Big Town	14.5	20.3	17.4
People Are Funny	10.3	16.0	18.5
Blondie	7.1	18.2	16.0
Great Gildersleeve	10.8	16.0	19.0
Duffy's Tavern	7.8	20.7	18.1
Burns and Allen	5.8	15.1	16.8
Red Skelton	9.6	20.2	17.6
Life of Riley	9.1	14.2	15.9
Judy Canova	8.5	21.1	24.5
Dennis Day	8.9	19.7	17.9
Average	9.4	19.3	19.5

ALL OUT support by radio of Red Feather Services of the Community Chests of America is pledged by this group of network executives. Attending a meeting with Chest representatives to plan a combined four-network, half-hour air show to open the campaigns this fall are (l to r) Henry Ford 2d, national chairman, Community Chests of America; Thomas McCray, national program director, NBC; Frank K. White, president, MBS; Davidson Taylor, vice president and director of public affairs, CBS; William H. Ramsey, chairman, campaign radio committee, Community Chests of America, and J. Donald Wilson, vice president in charge of public affairs, ABC. The program will be broadcast Friday, Sept. 30, from 10 to 10:30 p.m. (EST), and will present President Truman and an all-star cast.

ARTISTS' PAY

15-City Report Released

MEDIAN earnings of radio actors from all types of work in 1947 were $4,000, while singers in the same year had earnings of $4,800, a 15-city survey of radio artists by the Labor Dept.'s Bureau of Labor Statistics in cooperation with the American Federation of Radio Artists shows.

Survey covered 3,742 artists in the following metropolitan areas: Chicago, Los Angeles, New York, San Francisco, Boston, Detroit, Seattle, Cincinnati, Minneapolis, Pittsburgh, St. Louis, Portland (Ore.), Washington, Cleveland and Kansas City.

The Bureau of Labor Statistics last Tuesday issued its third report on the survey. Copies of the report, entitled "Employment and Earnings of Radio Artists: Report No. 3—Total Earnings, 1947," may be obtained from the bureau in Washington, D. C.

The report commented that many radio actors were often without work, despite the fact that 1947 was a year of high employment, and a majority had earnings outside broadcasting. A fifth of the actors were found to be unemployed during half or more of 1947, and their median total earnings for the year were only $1,300.

Yearly earnings of singers tended to be higher than those of actors primarily because singers had greater regularity of employment.

Staff announcers, the great majority of whom were in the small centers, had gross median earnings from all sources of $4,700, the survey showed. Freelance announcers had a median of $9,600, and sound effects artists a median of $5,200. Both of these groups were located mainly in New York, Los Angeles and Chicago, the three major broadcasting centers. Both staff and freelance announcers tended to earn more in New York than in the other two major centers.

OPINION TRENDS

WU Service Now Available

RESEARCH organizations, advertising agencies and others interested in measuring public opinion trends now have the full facilities of Western Union Telegraph Co. at their disposal. Announcing the new service, A. K. Mitchell, WU director of sales and services, anticipated that the company's role in public opinion surveys "will be limited to the actual interviewing of selected individuals in the manner prescribed by the client."

Concerned primarily with the collection of data, the telegraph company will perform the field work and turn its findings over to the patrons' analysts for interpretation. He added that if requested, WU also will select the persons to be interviewed, according to the client's specifications.

1893 Beauford H. Jester 1949

BEAUFORD H. JESTER, 56, governor of Texas, died Monday while en route to Galveston for a rest. Gov. Jester, who was president and 50% owner of KWTX Waco, Tex., was found dead early Monday morning aboard a train at Houston. Cause of death was attributed to a heart attack.

In addition to his interest in KWTX, Mr. Jester was a director of Texas Telenet Inc., which last year announced plans for a television network in the state. Actively interested in broadcasters' activities, Gov. Jester was a principal speaker at the NAB District 13 meeting in Houston in April 1947. He emphasized his support of the industry at the meeting, declaring that "in Texas your governor will uphold the legal and public principle of freedom of radio along with the freedom of the press"[BROADCASTING, April 28, 1947].

Mr. Jester was serving his second term as Texas governor. He was first elected in 1946 (for the term beginning January 1947) after defeating Dr. Homer P. Rainey, former president of the U. of Texas, in a hotly contested race which led to an FCC hearing on charges filed by Dr. Rainey. The former university president charged the Texas Quality Network with limiting time sales for political broadcasts during the campaign [BROADCASTING, June 17, 1946]. The Commission's ruling in the case upheld the TQN [BROADCASTING, Jan. 27, 1947].

Gov. Jester began his political career in 1942 when he was elected to the Texas Railroad Commission where he served two terms. A native Texan, Mr. Jester received his Bachelor of Arts degree from the U. of Texas in 1916. He entered Harvard Law School but left to join the Army during World War I as officer in command of Company D, 375th Infantry of the Ninetieth Div. Following the war he completed his law studies at the U. of Texas and was in private practice before entering politics.

Gov. JESTER

Gov. Jester was a member of the Texas State Bar Assn. and a former director of the Navarro and American Bar Assns. He was a Mason, an Elk and a member of the Sons of the American Revolution.

Lt. Gov. Allan Shivers, 41, has assumed the post of governor.

Gov. Jester is survived by his wife, the former Mabel Buchanan who is a kinswoman of President Buchanan; three children, and a grandchild.

Raleighs Spot Drive

BROWN & Williamson Tobacco Corp., Louisville, for Raleigh cigarettes, begins an AM spot campaign in 35 major national markets Aug. 1 for 13 weeks through Russel M. Seeds, Chicago. Commercials are one-minute transcriptions.

Drawn for BROADCASTING by Sid Hix

"For the tenth time I've told you—the lecture you're supposed to broadcast is upstairs in the gallery!"

E. P. H. JAMES

Resigns from Mutual

E. P. H. (Jimmy) JAMES, for the past two years vice president in charge of promotion, advertising and research at MBS, submitted his resignation last week effective Aug. 1.

Although Mr. James, who formerly also managed MBS sales operations, announced no reason for his resignation, it is understood that he has long been desirous of getting into television. There also was some speculation that he might be making himself available for a top NAB television post.

"I have accepted Jimmy James' resignation with real regret," said Frank White, MBS president, "and my good wishes with those of his many friends at Mutual go with him in his future activities."

Mr. White indicated that Mr. James will not be replaced. Instead, other members of the Mutual executive staff will take over the activities for which Mr. James was responsible. Announcement on such a realignment is expected later this month.

Mr. James was prominent in network radio for many years. In 1935 he started the first commercial research operation in television. From 1942 to 1945 he served with the Army Air Forces as a combat intelligence officer. He joined Mutual on his release from the service. It is known that for the past year or so he has been giving increasing thought and study to television.

WWJ PROMOTIONS

Merrill and Wheeler Raised

IN A SERIES of changes caused by the retirement of Herbert Ponting, the *Detroit News*, owner of WWJ and WWJ-TV Detroit, moved up two radio men. D. R. Merrill, who has been acting as general manager of the newspaper and radio properties, was elevated to the board of directors of the *News* as vice president.

Mr. Wheeler

In addition, W. E. Scripps, president of the *News*, announced the promotion of Edwin K. Wheeler, assistant general manager of WWJ, to the position of business manager of the parent company. He replaces James C. Montgomery, who will be assistant general manager of the *News*. Mr. Wheeler joined WWJ in 1937 from the United States Rubber Co. After working as an advertising salesman, he became manager of the FM station in 1941, and in 1942 was made assistant general manager of all radio and television operations. He will continue to handle labor relations for WWJ and WWJ-TV. Harry Bannister continues as general manager of the radio and TV operations.

RADIO EMPLOYMENT

Up 17% in Year

EMPLOYMENT in the broadcast industry totaled 39,572 full-time employes Oct. 18, 1948, an approximate 17% increase over October 1947. The FCC reported the figures for four nation-wide networks, three regionals and 1,613 AM stations. Aggregate weekly payrolls rose about 20% during the year, rising from $2,508,000 in October 1947 to $3,003,111 in October 1948.

Average weekly pay in the industry reached $71.22 during the week of Oct. 16, 1948, compared with $72.40 in the previous year. Total hours of work per week average 40.27, slightly higher than 1947 when it was 39.4 hours. This figure excludes hours of work for executives, because data were not not reported.

Average weekly pay in the network and key stations was $92.44 compared to a $64.81 average in the 1,602 other stations. In addition, total part-time employes numbered 8,777 during the sample week, with a total compensation of $442,486.

During the week of the survey, there were 1,789 licensed AM stations of which only 1,602 reported figures to the FCC in time to be included in tabulations.

About half the reporting stations had 15 or more employes, accounting for $2,546,725 of the total weekly payroll. The remaining 809 stations with fewer than 15 employes had a weekly payroll of $456,385. Total employes in stations with less than 15 workers was 7,936 including part-time employes; total employment in the 804 outlets with more than 15 employes was 38,676 including part-time employes.

Figures for employment and wages in the broadcasting industry are broken down by the FCC into classes of employment, size of station, size of community. It includes some FM employes who could not be separated in integrated AM-FM operations.

Complete data for all reporting stations are reported in the table below.

Figures are for actual hours worked and actual pay received, including overtime payments. On the average, the difference between scheduled hours of work and actual hours was less than one hour, and the difference between actual and scheduled payments was about $2.50 per week per employe.

* * *

ORDER of Merit for outstanding service is presented to Joseph E. Baudino (r), manager of KDKA Pittsburgh, by Walter Evans, president of Westinghouse Radio Stations Inc. Citation commends Mr. Baudino's contributions to KDKA's growth and development since joining Westinghouse in 1927. He served in numerous engineering and executive capacities before his appointment as manager in 1943. Special medal is conferred by the board of directors of the parent firm, Westinghouse Electric Corp.

4 NATION-WIDE NETWORKS, 3 REGIONAL NETWORKS AND 1,613 AM BROADCAST STATIONS (*): ACTUAL HOURS & ACTUAL COMPENSATION OF FULL-TIME EMPLOYES FOR THE WEEK ENDING OCT. 16, 1948.

Classification of Employes	Total, 7 Networks and 1,613 Stations			7 Networks and 11 Key Stations				1,602 Other Stations		
	Number of Employes	Total Weekly Actual Hours	Total Actual Compensation	Number of Employes	Total Weekly Actual Hours	Total Actual Compensation	No. of Stations Reporting	Number of Employes	Total Weekly Actual Hours	Total Actual Compensation
I General Officers and Assistants	2,121	(a)	$335,851	111	(a)	$43,190	1,337	2,010	(a)	$292,661
II Staff Program Employes:										
A. Supervisory	1,919	79,450	186,514	166	6,429	34,479	1,277	1,753	73,021	152,035
B. Non-supervisory	11,880	457,152	865,742	1,299	47,420	172,227	1,602	10,581	409,732	693,515
III Technical Employes: (*)										
A. Supervisory	1,811	77,068	168,539	85	3,363	14,066	1,387	1,726	73,705	154,473
B. Non-supervisory	7,786	330,782	586,053	887	38,814	106,175	1,602	6,899	291,968	479,878
IV Commercial Employes:										
A. Supervisory	866	35,909	106,717	61	2,360	13,186	763	805	33,549	93,531
B. Non-supervisory	2,961	120,469	260,523	216	8,375	30,832	1,392	2,745	112,094	229,691
V Promotion and Publicity Employes:										
A. Supervisory	280	11,119	30,566	63	2,460	10,616	191	217	8,659	19,950
B. Non-supervisory	510	20,140	35,249	270	10,507	22,479	146	240	9,633	12,770
VI Clerical Employes	7,595	301,803	337,348	2,495	97,527	122,664	1,602	5,100	204,276	214,684
VII Building Service Employes	1,556	62,643	71,392	557	22,355	34,912	516	999	40,288	36,480
VIII All Other Employes	287	11,431	18,617	82	3,262	9,759	127	205	8,169	8,858
IX Full-time Employes (excluding General Officers and Assistants)	37,451	1,507,966	$2,667,260	6,181	242,872	$571,395	1,602	31,270	1,265,094	$2,095,865
X Average Hours and Average Compensation	—	40.27	$71.22	—	39.29	$92.44	—	—	40.46	$67.02
XI Total: Full-time Employes (including General Officers and Assistants)	39,572	(b)	$3,003,111	6,292	(b)	$614,585	1,602	33,280	(c)	$2,388,526

(*) Includes AM-FM employes in a few instances where licensees report they are unable to make a segregation of personnel for jointly operated stations.

(a) No actual hours reported for general officers and assistants.

(b) No totals of actual hours possible because of the absence of data for general officers and assistants.

(*) Of the 9,597 technical employes reported, 7,066 were reported to hold first class radiotelephone licenses. These were distributed as follows: Network and key stations, 419; all other stations, 6,647.

No New Friends

NET RECEIPTS of the Ray Robinson-Kid Gavilan welterweight fight July 11 before 35,000 in Philadelphia's Municipal Stadium amounted to $128,435.97, of which Mr. Robinson, the winner, received $51,635.82. The bout had neither radio nor TV coverage. Commenting on this, *Evening Bulletin* Sports Columnist Ed Pollock said: "No new friends were won through television and radio. How much difference does that make? I don't know, either, but it is an accepted fact that radio attracted many new fans to sports and thus increased the gate potential. Perhaps television will, too. It already has in some promotions, notably wrestling."

MONOPOLY

Industry Leader To Testify

A PROMINENT official of the radio industry will be invited to appear before the newly formed House Judiciary subcommittee on monopoly power, possibly within the next six weeks, and present the industry's case as part of the recently launched anti-trust study of the nation's business operations.

Rep. Emanuel Celler (D-N. Y.), chairman of the subcommittee, told BROADCASTING that "the president of one of the big networks" may be invited in the next few days to testify but declined to identify him. Possibility still exists that his appearance might be deferred until early fall, he asserted. He said the committee still hadn't worked out final details.

It was learned by BROADCASTING, however, that NBC President Niles Trammell held prior consideration of the judiciary group but the date he would be asked to attend was undecided. If he is called upon during present hearings, it would be sometime between July 29 and Aug. 5, new closing date set by the subcommittee for the present series of hearings. Witnesses for most of the thrice-weekly sessions already have been scheduled, with some acceptances received, spokesmen reported. None are connected with radio.

Congressman Celler said he couldn't elaborate on what course the questioning would take on radio, but indicated that the question of monopoly would be "thoroughly explored" and the industry traced from its early development to its present economic stature. In the event the designated network president declined to attend, another would be invited, or possibly some other "high" network representative, he said.

FCC might be called upon to furnish a spokesman, to "give balance" to the hearing, Rep. Celler added, though that had not been discussed by the subcommittee. In any event, someone with anti-monopoly views, or at least anti-network sympathies, would be invited, he indicated. The group's plan, initiated last week, calls for two speakers each Monday, Wednesday, and Friday (BROADCASTING, July 11), each with at least slightly divergent views.

Atty. Gen. Tom Clark appeared last Monday as the first witness, and reviewed the Justice Dept.'s anti-trust record, and the history of monopoly in general. Mr. Clark

(Continued on page 73)

ANTI-TRUST

Made Issue in Warner-Thackrey Deal

FCC MOVED last week to expose its anti-trust study to public scrutiny for the first time in the proposed $1,045,000 acquisition of Mrs. Dorothy Schiff Thackrey's West Coast radio properties by Warner Bros. Pictures.

In its move the Commission indicated, also for the first time, that its concern is directed more toward motion pictures companies' ownership of television stations than toward their interests in sound broadcasting stations.

FCC signified months ago that it is studying the "qualifications" of companies involved in anti-trust decisions in the courts. It started with the so-called Paramount Case, involving all of the major motion picture producers including Warners. FCC actions affecting these and other applicants and licensees named in anti-trust decisions have since been held up pending the outcome of the study.

The question of Warner Bros.' "involvements" in anti-trust violations, and their effect on the company's radio qualifications and the public interest insofar as ownership of the Thackrey stations is concerned, is now set down among the the issues for the transfer hearing.

The case involves the proposed purchase of Mrs. Thackrey's KYA San Francisco, KLAC and KLAC-TV Los Angeles [BROADCASTING, May 31, 1948]. The contract for purchase by Warner Bros.—which incidentally has not yet signed a consent decree in the anti-trust case—is due to expire Aug. 1. Although FCC did not set a date for its hearing, observers felt the Commission must have this in mind when it designated the transfer application last Thursday for hearing on issues to include:

To secure full information concerning ligitation with respect to involvements of the proposed transferee [Warner Bros.] in violations of the Sherman Anti-Trust Act in the production, distribution and exhibition of moving picture films, and to further determine the relationship of these violations to (a) the character qualifications of the proposed transferee to operate broadcast stations and, more particularly, television station KLAC-TV, and (b) whether a grant of the application would be in the public interest.

Warner Bros. already owns KFWB Los Angeles. In compliance with FCC's duopoly ban, however, the picture company proposes to resell KLAC to Ralph Atlass for $405,000 upon FCC approval of its purchase of the Thackrey properties [BROADCASTING, March 29].

Aside from the anti-trust issue, questions raised by FCC for the hearing include:

To determine the full contract arrangements . . .

To secure full information as to the plans of the proposed transferee for staffing and programming stations KYA, KLAC and KLAC-TV, and all other plans and arrangements for operating said stations.

To secure full information with respect to the amounts and nature of advances made or to be made by or on behalf of Warner Bros. Pictures Inc. to KMTR Radio Corp. [KLAC and KLAC-TV] and/or Palo Alto Radio Station Inc. [KYA].

To determine whether the arrangements between the transferor and transferee for advancement of funds constitute a relinquishment of control by the transferor of the licensee corporations in contravention of . . . the Communications Act.

KYA is on 1260 kc with 5 kw day, 1 kw night; KLAC, 570 kc, 5 kw day, 1 kw night. Mrs. Thackrey also owns WLIB New York and the *New York Post*, but has sold WLIB to a group including M. S. Novik, radio consultant, for $150,000 subject to FCC approval [BROADCASTING, July 4].

FCC ACTIONS

GRANTS to two AM outlets were authorized by FCC last week and an initial decision proposes grant of another. Four stations received transfer grants. One FM and two AM permits were deleted. Details of these and other FCC actions are carried in FCC Roundup on page 72.

MBS TIME

More Flexibility, Discounts Given in New Card

MBS, after reviewing its entire rate and discount structure, has revised its rate card to permit greater flexibility in selection of stations and more liberal discounts.

Station rates and discount scales remain unchanged, but the increased flexibility will enable advertisers, including those with limited budgets, to qualify for better discounts than hitherto.

Z. C. Barnes, the network's vice president in charge of sales, announced the changes, which are incorporated in Supplement A to the current rate card, No. 15. The changes, effective July 15, were sent to clients, agencies and affiliates, together with a letter summarizing changes and improvements.

Under the supplement, an advertiser no longer needs to take all 41 stations of the network's basic group. In addition, the basic group is itself divided into discount groups, with different discounts applying if an advertiser buys all, two-thirds, one-third or less than one-third of the basic group. Still another innovation permits an advertiser to earn further discounts on each $1,500 purchase of time on non-basic stations.

Qualifications for full network discounts have been liberalized—with a $23,000 gross evening hour purchase instead of the former $29,000 as the purchase requirement to earn full network discounts.

Geographical groups, except for the Mountain and Pacific groups, are discontinued and the stations that once comprised them may now be selected individually to fit the advertiser's needs and marketing problems. Bonus stations, formerly available if an entire geographical group were bought, now are available if certain stations in the same general marketing area are purchased. All stations in the former geographical groups, including the continuing Mountain and Pacific groups, may be included in lining up $1,500 units for discount purposes.

POLITICAL RATES

Equality Mandatory In Senate Bill

RADIO stations would be forbidden to charge in excess of standard rates for political broadcasts under provisions of legislation introduced in the Senate last Wednesday. The penalty would vary from 30 days' suspension of license for the first violation to indefinite suspension and possible revocation.

Prime-mover behind the measure was Sen. J. Howard McGrath (D-R. I.), chairman of the Democratic National Committee and one of the administration's more active sharpshooters at the radio industry. He felt the prohibition, by amending the Communications Act, would curb the "practice of increasing rates" for political speeches. Sen. McGrath had the support of Sen. Francis Myers, (D-Pa.), who reported instances where rates were "doubled," but identified no stations. Sen. Myers is assistant Democratic floor leader.

Under Sen. McGrath's bill (S 2254) a station would be permitted to levy only "such additional charge as may be necessary" to cover payments its operators may have to relinquish by cancelling any previously scheduled broadcasts at that time. In any case in which a suspension is in effect and license expires, license could not be renewed nor a new license be issued.

The "instances" cited by Sen. Myers reportedly took place in Pennsylvania's 26th District during an election to pick a successor to the late Rep. Robert L. Coffey. However, Sen. McGrath said such a practice had been a long-standing "source of irritation" and termed it a "nickel-grabbing business."

Text of the bill in part, which was referred to the Senate Commerce Committee:

(b) (1) No licensee shall make any charge for a broadcast by or on behalf of a political party or a candidate for public office at a rate which is in excess of the rate regularly charged by such licensee for other broadcasts during the same hours. Nothing contained in this subsection shall be construed to prohibit the making of such additional charge as may be necessary to provide for the payment of any amounts for which such licensee may become liable as a result of the cancellation of any broadcast previously scheduled for the same time.

(2) The station license of any licensee violating the provisions of this subsection shall be—

(A) suspended for a period of not to exceed 30 days for the first such violation;

(B) suspended for a period of not to exceed six months for the second such violation; and

(C) suspended for such period as the Commission shall determine, or revoked, for the third or any succeeding such violation.

In any case in which, during the period for which a station license is suspended under this subsection, such license expires, such license shall not be renewed and no new license shall be issued to the licensee prior to the expiration of such period.

Government Stations

PRESIDENT Truman has given his approval to a measure transferring certain government-owned international shortwave stations from the Reconstruction Finance Corp. to the State Dept. [BROADCASTING, June 27].

PRECEDING formal opening of WHAS Louisville's new studios today (Monday), 27th anniversary of station, sponsors and advertisers were given a preview look last Monday. Welcoming Ned Midgley (far r), CBS sales service manager, to the preview are (l to r): Victor A. Sholis, WHAS director; H. I. Christal, Edward Petry & Co., which represents WHAS nationally, and J. Mac Wynn, station's sales director.

WEBSTER REAPPOINTMENT

Confirmation Is Assured

By JOHN OSBON

CONFIRMATION of Edward M. Webster as FCC Commissioner for a full seven-year term was virtually assured last Thursday when the Senate Interstate & Foreign Commerce Committee voted unanimous approval, 11-0, then reported it to the Senate floor for early action.

Since committee approval is usually tantamount to Senate confirmation, Commodore Webster appeared certain to return to the Commission, with the reappointment retroactive to July 1.

The Committee vote came after further hearings Wednesday and Thursday during which Sen. Charles W. Tobey (R-N.H.), fiery anti-monopolist crusader and chief committee interrogator, blasted the nominee with over 260 questions on such issues as the Bulova case; color television; clear channel operations; Stratovision; and FCC's original VHF TV allocations.

Overall, it was felt that the Commodore had won approval largely by satisfying the Commerce committee and its chairman Sen. Edwin C. Johnson (D-Col.), on the promise of stepping up color TV.

Sen. Tobey himself voted to approve the Webster nomination.

● The Commission doesn't feel, according to Commodore Webster, it "can make a decision now on clear channels—the old evidence is outmoded and new facts have been introduced."

● Sen. Tobey asserted that Sen. Johnson had received "confidential documents" charging FCC not only "erred" on original TV (VHF) allocations but overrode the findings of its own staff.

● Sen. McFarland mentioned Stratovision as a possible subject for future inquiry by Congress with respect to possible monopoly features.

● CBS President Frank Stanton in a letter "categorically denied" implications in previous testimony that "CBS is attempting to hinder the development of color TV and to that end the company is 'dickering' with RCA on the CBS color patents."

Members sitting in on the two hearings included Sens. Johnson and Tobey, and periodically Sen. E. W. McFarland (D-Ariz.), Sen. Owen Brewster (R-Me.), Sen. Clyde M. Reed (R-Kan.) and Sen. Lyndon B. Johnson (D-Tex.).

The clear channel question arose Thursday morning during questions on color. Answering Sen. Tobey, who had alluded to Chairman Johnson's demand for a breakdown of clear channels in sound broadcasting last April [BROADCASTING, April 25], Commodore Webster explained:

"We find ourselves—in the whole industry and in the Commission—in a dilemma as to what will happen to AM broadcasting, FM broadcasting and television. There is some evidence that television will dominate; I feel there's a field for both. We're studying now how direct is TV's effect on AM service. It's complicated and we don't feel we can make a decision now on clear channels—the old facts are outmoded and new facts have been introduced."

He felt, however, that "the time is coming" when Commissioners and members of Congressional committees will have to "sit down and talk it over. I have no conviction on super-power, one way or another."

Monopoly Question

Sen. McFarland pointed out that the monopoly question is within the jurisdiction of Congress, and mentioned Stratovision as a potential issue in that respect. Mr. Webster thought there may be instances, if FM replaces AM eventually, where super-power may be required. Sen. McFarland agreed it certainly constitutes another approach, but stressed it "may be a matter for Congress to decide."

Pursuing the attack frequently launched by Rep. Richard Wigglesworth (R-Mass.) when he was on the House Appropriations Committee in years past, Sen. Tobey resurrected the Arde Bulova license renewal case which he charged "smells under high heaven" and promised "we're going to air it." Acidly he alleged the case was permeated with "collusion, chicanery, cussed crookedness, double-dealing and hidden ball tricks." At one point he demanded that Commodore Webster furnish him with "an answer why Mr. Bulova was whitewashed," and later asked: "How can you preserve and stimulate the public interest?"

Doggedly he traced the charges against the watch manufacturer since 1936, culminating last May with FCC's decision granting regular license renewals to Mr. Bulova's WNEW and WOV both New York, while simultaneously approving transfer of WOV to Victory Broadcasting Corp. The Commission wrote a split 4-2 decision [BROADCASTING, May 16].

Upon questioning, Commodore Webster said he'd never met Mr. Bulova but was familiar with the name, and admitted that he may have "shaken hands" with Harold A. Lafount, general manager of the Bulova stations, "but to me he was just Mr. X." Sen. Tobey then unloosed a barrage of questions and recital of what he termed "serious charges" and "vital facts."

The presentation took two tacks: (1) The Commission majority erred in overriding advice of FCC General Counsel Benedict Cottone and Chairman Coy and certain portions of House Select Committee testimony in 1944, and should have held a hearing; (2) How did Comr. Webster arrive at his majority opinion upholding the renewals and "exonerating" Mr. Bulova?

Tobey Questions

In quick succession, Sen. Tobey blistered the nominee with a host of queries including these:

● **Who were the persons on the Commission to whom the Bulova interests came and who were the persons with Bulova formerly associated with FCC?**

● **How did the Commission "actively support" the Bulova plan for a radio network and the beginning of stations in New York?**

● **Didn't FCC approve the sale of four stations without public hearings?**

● **While FCC revoked the license of WORL Boston, why did it not take action against Mr. Bulova?**

● **How can you feel justified in the procedure you followed in resolving the evidence contained in the (Commission's) minority report?**

● **Hasn't Mr. Bulova been successful most of the times he came before the Commission in matters dealing with his interests?**

Commodore Webster said he is "familiar with the case" but not thoroughly, pointing out he was not in the broadcasting end at that time (1936), and has been a Commissioner only for the past two years. Two years ago, he stated, he was concerned with international work which frequently took him out of Washington, and he was unable to adequately cover the subject of broadcasting. He said he had "never heard" of the Commission actively supporting the idea of a radio network.

The FCC nominee said he voted for the license renewals because of "satisfactory disposition" by past Commissions and because he felt it would be unnecessary to open another hearing which might prove lengthy and consume much-needed time. Further, he felt the stations were operating "in the public interest" and that their programming was "good."

Quoting extensively from the minority report of Chairman Coy and Comr. Jones, memoranda from Mr. Cottone and certain portions of testimony before the House Select Committee in 1944, Sen. Tobey questioned various aspects of Mr. Bulova's character as a licensee.

Cites Dissents

Citing the Coy-Jones dissents, he persisted: ". . . You saw reports—you had the evidence before you and you voted for renewals without hearing despite the damning reports?" Commodore Webster said he had "perfect confidence" in the position of past Commissions and, in answer to the question, said he weighed the facts and wrote an opinion, just as had the other Commissioners. It was a matter of judgment, he added.

Commodore Webster reiterated "it was not in public interest to draw the (Bulova) case out any longer" and conceded the past Commissions may have hewn to "other philosophies, rules and procedures" which might be different from those of the present Commission. He asked that the majority report be inserted in the record. The following morning, at the close of the hearing, he read the report for the committee.

Sen. McFarland told Chairman Johnson he was "more convinced than ever" of the need for the FCC procedural bill, which he introduced in Congress last June and which his communications subcommittee is now studying, to speed up cases before the Commission. The 13 year-old Bulova case is one in point, he noted.

Turning to color, Sen. Tobey drew Commodore Webster's re-

(Continued on page 33)

1893 G. W. Covington Jr. 1949

G. W. COVINGTON Jr., 56, owner of WCOV-AM-FM Montgomery, WGWC Selma and WGWD Gadsden, Ala., was found dead in his room at Chicago's Sherman Hotel Tuesday morning. He apparently died as a result of a heart attack, a friend, George E. Ransom, told police.

Mr. Covington was in Chicago to buy radio equipment and to meet Mr. Ransom, a furniture dealer attending the semi-annual furniture mart. Mr. Covington was found in his room after Mr. Ransom tried several times to reach him by telephone and received no answer.

Served in British Army

During World War I Mr. Covington served in the British Army. Before entering radio in 1937 he was in the automobile business, and in recent years had continued to participate in varied business interests.

Plans for the future operation of the Covington stations have not yet been announced.

* * *

Mr. COVINGTON

XUM

NAB Reorganization

(Continued from page 24)

ture was set up for television in keeping with the economic status of the industry. Until next Jan. 1 TV stations associated with AM and FM members will pay a $10 membership fee. This is in addition to the present AM-FM fee.

Video-only stations will pay at the rate of $1,500 a year or $125 a month.

The TV rates will be reviewed in November by the Finance Committee in its consideration of the entire dues structure. Feeling of the board was that extensive services, on a constantly expanding basis, will be provided video members which they will pay for as their financial position improves. Both licensees and CP holders in the video field will be invited to join.

Some changes in NAB by-laws will be necessary before the classifications and dues status is finally settled.

In setting up the new audio and video divisions within NAB, the board stressed the need of cooperation among all headquarters units. Like all other NAB agencies and the office of secretary-treasurer, the division heads will report directly to President Miller.

Reduction in Departments

The number of NAB departments is reduced to six. These are legal, employe-employer relations, government relations, public relations, research and engineering. Work of the deleted Program Dept. will be handled in the divisions and departments.

Change was made in the structural position of the Assn. of Women Broadcasters, with the agency once again bracketed in the public relations department, but this has no practical effect on the present AWB operation.

International activity, now handled by an executive assistant to the president, comes mainly within the Government Relations Dept., which also handles legislative activities and lobbying.

The Engineering Dept.'s functions were clipped considerably, as was the budget. The department will do mainly allocation and standards work and cooperate with government relations.

Tacit approval was given the annual Engineering Conference held in connection with NAB conventions. Similar endorsement was given the NAB Program Clinic held recently in Chicago and the legal department has approval of its regional and local radio law clinics.

Engineering consultants will be invited to join NAB as associate members. Their status had been in doubt because suggestion had been made that engineering consultants were in the same class as lawyers, therefore ineligible to trade association membership. This similarity charge was unfounded, it was felt, leaving the way open to engineers to become NAB associate members.

The idea of utilizing engineering associate members in Washington in connection with committee activties involving NARBA, allocations and related matters was discussed by the board.

Audio and video division directors will draw on services of the six basic departments, all reporting directly to the president.

An important phase of the streamlining operation is the reduction in number and size of standing committees. There will be 10 instead of 19 committees. Each will consist of five members (including a director) instead of seven or more plus two liaison board members and industry advisors. This is expected to bring a saving of perhaps $20,000 in cost of the committee structure, mainly in the travel allowance of seven cents a miles for attendance at meetings.

While the matter of increasing this seven-cents allowance did not come up at the board session, it is known that most directors are out-of-pocket when they attend board and committee meetings. In many cases the allowance doesn't pay half the necessary expenses of the trip.

Judge Miller will name the new committees, which had just been reconstituted last May. He was ordered by the board to make every effort to have committees represent industry segments and geographic areas with all possible equality.

A Video Director Allowed

Under the by-laws a television director can be elected to the board when there are 25 video station members. At present there are only six TV members.

The board showed a desire to cut travel allowances of staff personnel. These are to clear through the secretary-treasurer's office.

In reviewing the new BAB the board recognized need of a strong and well-financed agency. It felt BAB will be most effective if it has an independent status. For the present, BAB continues to receive financial support and to operate under NAB supervision pending development of a means of supporting it independently.

Authority of the board's BAB committee over the agency was reaffirmed. The committee operates in collaboration with the president in determining BAB activities. It will report to the board regularly, the board actually determining activities and scope. The committee, under this plan, works through the president in implementing policies. The BAB director, Maurice B. Mitchell, is directly responsible to the president, but as director he is given power to act in the absence of the president, at the president's discretion.

BAB to Cover Television

The board insisted that BAB's sales and advertising work include television as well as sound radio. Its offices are at 270 Park Ave., New York.

Full recognition was given FM by the board in a series of resolutions, supplementing the decision to have a fulltime FM director in the Audio Dept. The board commended manufacturers who include the FM band in television sets. It called on manufacturers to eliminate frequency drift and provide better sensitivity in receivers. It objected to FCC Chairman Wayne Coy's suggestion for full AM FM duplications, contending stations should make their own decisions. It asked set makers to submit performance curves.

The Legal Dept. was directed to take part in FCC proceedings designed to protect Area 2 FM stations (Class B) to the 50 microvolt-per-meter contour. Area 2 covers all but the Northeast. A resolution was adopted recommending joint listings of AM-FM stations in directory services. All these actions had been urged by the FM Executive Committee.

Schedule of NAB district meetings starting Sept. 8 was approved again. BAB, along with sales and personnel relations (operating costs), will be emphasized, in line with a suggestion of the Sales Managers Executive Committee. A special session for nonmembers at each district meeting was favored. Here NAB would give qiuck briefing in association functions as a move to attract non-members into the fold.

Other activities at the district meetings will include showing of the BAB slide film by Mr. Mitchell and an analysis of operating costs by Richard P. Doherty, employe-employer relations director.

In line with recommendation of the NAB Standards of Practice Committee, which met July 8 at Portsmouth, the board adopted a program of education to promote industry adherence to the code. This includes trade press releases, member service bulletins, meetings with broadcasters' groups and allied industry associations.

The committee, and the board, decided the campaign should start immediately in an effort to improve general public acceptance of the industry's adoption and observance of the standards, which were finally approved in April 1948.

Before the program department was deleted, code activities centered in that agency. Now the work will be assigned appropriate agencies at headquarters. Complete record of inquiries will be maintained. All interpretative decisions in the final analysis will rest with the board.

Starting in October, when legal and other angles have been clarified, a program designed to show general observance of the code will be undertaken.

Drafting of a special set of standards covering television will be undertaken as soon as NAB completes reorganization.

Publication of a primer on international broadcasting, drafted recently, was left in the hands of Judge Miller. The primer project was voted by the board at its February meeting.

NARBA Approval

NAB participation in the September NARBA conference in Canada was once more given board approval.

The two directors who served as chairmen of the board reorganization and finance committees (Messrs. McCollough and Meagher) issued the following statement at the conclusion of the board meeting:

The board has long recognized that the structure of the NAB, representing as it does an art that is constantly changing, requires periodic review and revision.

"We believe that this streamlining will provide members in all segments of broadcasting—audio (AM and FM) and video (television)—with a finer, more helpful service. The plan has been developed at no sacrifice of current service, and indeed anticipates an expansion of services. At the same time, through reassignment of some functions, and other economies, the NAB has been able to accomplish an immediate discount in dues.

Both the structure and finance committees, other members of the board and the headquarters staff, have surveyed the opinions of hundreds of broadcasters, and consulted scores of experts in the organizational field before developing this plan.

It is the synthesis of the best thinking on the subject. The NAB has always been recognized as one of the eminent trade associations. We believe this will make it even better.

DESSERT at clambake staged for NAB directors was eaten in the rough. Watermelon imbibers are (l to r): Gilmore Nunn, WLAP Lexington, Ky., and Mrs. Nunn; Don Petty, NAB general counsel; Mrs. John Meagher, KYSM Mankato, Minn.; Mrs. C. E. Arney Jr., wife of NAB secretary-treasurer.

BAB FILM

Previewed at Board Meeting

THE CASE of Radio vs. Newspapers as a medium of selling goods at retail, as dramatically narrated in NAB's new slide film, was previewed last Tuesday before the NAB board meeting in Portsmouth, N. H.

Heart of the film is the disclosure that radio can reach customers at a third the cost of printed media.

The graphic presentation will soon be available for use of all NAB member stations, according to Maurice B. Mitchell, director of NAB's Broadcast Advertising Bureau, who unveiled the slide film to the board. Ordered by the board at its Chicago meeting, the film is one of two major sales weapons developed by BAB. The other is the cooperative radio advertiser file, which is going to stations in segments of about a dozen sponsors a week.

Mr. Mitchell served in the narrator role at the slide film preview, just as he did two days later when the film was shown to the trade press at BAB's New York headquarters. At the conclusion of his New Hampshire preview showing, board members applauded the presentation. Then they were given a showing of the opposite slide film used by newspapers for some time as a means of combating radio's sales story. This film was prepared by the Bureau of Advertising, American Newspaper Publishers Assn.

Like the newspaper film, BAB's presentation is designed for showing by broadcasters at business meetings. Stations will be supplied the package for $15, including two copies of the script, instructions on holding meetings and 100 copies of a folder carrying the radio argument.

Film Approval

The BAB film bears the approval of the NAB Sales Managers Executive Committee as well as the BAB Executive Committee. The continuity and slide material incorporate suggestions made by a large number of broadcasters. Mr. Mitchell and Lee Hart, an assistant director specializing in retailing, prepared the script. Production was in charge of O'Brien & Dorrance, New York.

Aimed at retailers, the colored film and script open with the reminder that retailers have a big stake in radio, having now become the medium's largest customer. Swift changes in the retail advertising picture are reviewed, with suggestion that radio can help retailers sell more goods at lower cost.

Having made this promise, the film goes into an affirmative argument dealing with radio's sales power and then shows how more people can be reached for much less money if radio is used instead of newspapers. This material answers the claims in the newspaper film that radio is costly and less effective than white space.

First of all, retailers are told, they must increase the number of customers. Population growth figures are shown along with data on broadcast revenue sources. These figures list $157 million as the retail money spent in radio last year, almost double the figure four years ago.

Here the film summarizes the radio case in these words, "First radio lets you reach many more people. Then, after you have reached all these people, radio exerts an influence no other advertising medium can match. And, finally, radio delivers these two important advantages more easily and at less expense than any other major medium."

Public devotion to radio is shown by figures explaining that the average person listens 5 hours and 53 minutes daily to the radio whereas only 3 hours and 18 minutes are spent reading newspapers. Radio listening is called the public's #1 activity.

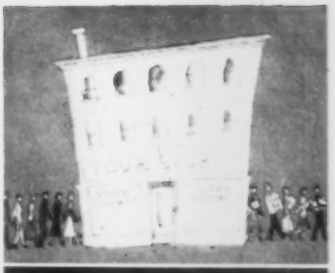
Fortune magazine data were used to show public liking for radio. *Fortune* found in a survey based on whether people would rather give up radio or newspapers that 62% would give up newspapers as against only 30% who would give up radio.

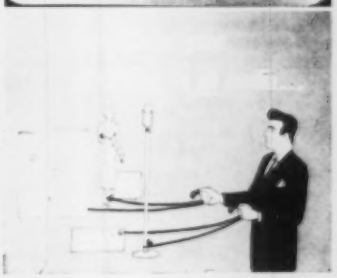
The film brings out that total newspaper circulation has increased only slightly in recent years whereas radio circulation has soared from zero to 83 million sets and 39 million homes in three decades, with most markets having at least 95% coverage.

Impact of the spoken word on

(Continued on page 32)

BAB's pitch to the retailers includes these film shots, each with a constructive message.





BITNER

Named District 8 Director Replacing Bannister

HARRY M. BITNER Jr., general manager of WFBM Indianapolis, was elected a director for District 8 (Ind., Mich. in part) by the NAB board at its opening session last Monday.

Meeting at Wentworth-by-the-Sea, Portsmouth, N. H., the board elected Mr. Bitner to fill the vacancy created by resignation of Harry Bannister, WWJ Detroit, following WWJ's resignation from NAB last spring.

Mr. Bitner will serve the unexpired term, ending with the 1950 NAB convention.

Active in radio for a decade, Mr. Bitner rose from assistant program director of WFBM in 1939 to station manager in 1942 and president in 1946. During the war he served three years in the Navy.

When WFBM acquired WEOA Evansville, Ind., in 1946, Mr. Bitner became station supervisor. He is a director of WFBM Inc.; vice president and supervising director of WOOD Grand Rapids, Mich.; director, vice president and treasurer of WFDF Flint, Mich. In addition he is manager of WFBM-TV, which took the air May 30 with a 4½-hour telecast of the 500-mile Indianapolis auto race. Before entering radio he worked on the *Pittsburgh Sun-Telegraph* during college vacations and joined the *Baltimore News-Post* and *Sunday American* in 1935.

* * *

Mr. BITNER

Mr. Bitner was born near Pittsburgh in 1912, attended Detroit grade schools and was graduated from Shady Side Academy, Pittsburgh, in 1931. He received his B. A. degree in psychology from Franklin & Marshall College, Lancaster, Pa. in 1935.

His father, Harry M. Bitner Sr., is chairman of the board of WFBM Inc. and counsellor to the Hearst interests.

The new director's term became effective immediately but he was unable to make the trip to New Hampshire on short notice. He will attend his first NAB board meeting in November.

Attending the New Hampshire meeting last week were these directors:

Harold E. Fellows, WEEI Boston, District 1; Michael R. Hanna, WHCU Ithaca, N. Y., District 2; George D. Coleman, WGBI Scranton, Pa., District 3; Campbell Arnoux, WTAR Norfolk, Va., District 4; Allen M. Woodall, WDAK Columbus, Ga., District 5; Henry W. Slavick, WMC Memphis, District 6; Gilmore N. Nunn, WLAP Lexington, Ky., District 7; Charles C. Caley, WMBD Peoria, Ill., District 9; William B. Quarton, WMT Cedar Rapids, Iowa, District 10; John F. Meagher, KYSM Mankato, Minn., District 11; Robert Enoch, KTOK Oklahoma City, District 12; Clyde W. Rembert, KRLD Dallas, District 13; Hugh B. Terry, KLZ Denver, District 14; Glenn Shaw, KLX Oakland, District 15; Calvin J. Smith, KFAC Los Angeles, District 16. Only district director unable to attend was Harry R. Spence, KXRO Aberdeen, Wash., District 17.

Directors-at-Large — Howard Lane, WJJD Chicago, large stations; Kenyon Brown, KWFT Wichita Falls, Tex., and G. Richard Shafto, WIS Columbia, S. C., medium stations; Clair R. McCollough, WGAL Lancaster, Pa., and Merrill Lindsay, WSOY Decatur, Ill., small stations; Everett L. Dillard, WASH Washington, FM (B) stations. Not present were James D. Shouse, WLW Cincinnati, for large stations, and Frank U. Fletcher, WARL Arlington, Va., for FM(A) stations.

NAB headquarters staff — Justin Miller, president; C. E. Arney Jr., executive vice president; Maurice B. Mitchell, director of Broadcast Advertising Bureau; Robert K. Richards, director of public relations and publications; Don Petty, general counsel; Ella Nelson, secretary to Mr. Arney.

Board Lauds Fellows

TRIBUTE to Harold E. Fellows, general manager of WEEI Boston and NAB District 1 director, was paid by the NAB board at its Portsmouth, N. H., meeting. The board adopted a resolution praising the meeting arrangements, which Mr. Fellows directed, and lauded Mrs. Fellows for her part in providing entertainment for directors' families. Another resolution praised the hotel, Wentworth-by-the-Sea, for its service.

BAB Film

(Continued from page 31)

the listener is explained, radio being credited with making lasting impressions. Moreover, sponsors receive complete credit for what the listener likes.

Specialized audiences can be reached by advertisers when they use radio, with every word a headline word, it is explained. The medium is described as easier to use, less expensive and speedy. The fact that people listen in groups, are influenced in groups and make group buying decisions is stressed.

Cost data are shown in considerable detail in the film. For example, $222 will buy 600 lines in an evening paper in one typical market (cost of space only), with 494,200 seeing 211,000 copies and 74,000 likely to read the ad, whereas it will buy 297,000 actual listening impressions via a 250 w local station.

In the morning paper $210 will buy a quarter-page newspaper ad with 350,000 readers of 177,300 copies and 52,515 seeing the ad, compared to 275,100 actual listener impressions through use of a 5 kw network station.

The film explains that newspaper figures show that 15% at the most will read any part of a quarter-page ad. Thus, in the first case, $222 gets readers at a cost of $2.96 per thousand (though many may not even read the advertiser's message) whereas the 250 w outlet is bought at 74 cents per 1,000 known listener impressions.

In the second case, $210 buys readership at $4 per 1,000, compared to 76 cents for the 5 kw network station.

Newspaper studies show that a 70-line ad (5 inches in 1 column) gets about 2% actual readership with a 1,200-line ad (half page) noticed by about 30%. These figures are based on actual newspaper surveys covering 125 newspapers in all parts of the nation.

Listing suggestions on use of radio by retailers, the film suggests a specific sales objective be drawn up, using rifle rather than buckshot approach. Strongest departments should be sold, with the big push behind lines regularly sold. Use of copy prepared especially for radio is advised.

Mr. Moorad — Miss Dick — Mr. Knickerbocker

* * *

BOMBAY CRASH

Dick, Knickerbocker, Moorad Are Killed

THREE radio correspondents were among the 45 passengers who perished in the crash of a Dutch airliner near Bombay July 12.

They were Elsie Dick, 44, director of women's, religious and educational programs of MBS; H. R. Knickerbocker, 51, news analyst of WOR New York, and George Moorad, 41, commentator at KGW Portland, Ore.

The trio was part of a group of 13 American news writers on a special tour of Indonesia sponsored by the Netherlands government. They planned to return to the U. S. after a scheduled interview with Indian Prime Minister Jawaharlal Nehru.

Miss Dick had been a programming executive at Mutual since 1941. She produced many documentary programs that were widely acclaimed. Among them were series on the influence of radio, movies and comics on children; *The Atom and You*—which used popular program techniques like mystery audience participation and quiz to explain basic facts of the implications of the discovery of atomic energy; civil rights and the impact of divorce on children.

Miss Dick was director of women's, religious and educational programming at WOR before joining Mutual. Prior to her radio career, she served as an associate editor of *House Beautiful* and as head of the art department of *The New Yorker* magazine. She was a native of New York. Surviving are a sister, Mrs. Ruth Schwartz, and two brothers, Sidney and Franklin, all of New York.

Mr. Knickerbocker, a news analyst for WOR since late last year, was a celebrated foreign correspondent and one-time Pulitzer Prize winner. The reporter began his career in 1920 on the Newark, N. J., *Morning Ledger*. Subsequently he worked for the *New York Evening Post* and the *New York Sun*.

He went abroad as a correspondent for the *Post* and the *Philadelphia Public Ledger*. Soon afterward he joined International News Service and developed a reputation as one of the country's outstanding overseas journalists. He won the Pulitzer Prize in 1933 for his reporting of the Moscow purge trials.

In 1941 he became chief of foreign service of the *Chicago Sun*, and covered many battlefronts of World War II in that capacity. Although his byline carried only his first two initials, his full name was Hubert Renfro Knickerbocker. He was born at Yoakum, Tex. Surviving are his second wife, Agnes Schjoldager Knickerbocker, a son, Conrad, who is a student at Harvard U., and three daughters, Julia, Myranda and Suzy.

Joined KGW Last Year

Mr. Moorad was a staff member of KGW Portland and a correspondent for the *Portland Oregonian*. He joined KGW last year after publication of a book, *Behind the Iron Curtain*, which was a record of his European reporting for CBS.

Born in Indianapolis, Mr. Moorad was graduated from the U. of Oregon, and began his news career in 1931 with the *Portland Journal*. He went to the Orient in 1932 and became a staff member of the *China Press* in Shanghai. From 1933 to 1937 he was city editor of the *Shanghai Times* and simultaneously a correspondent for *Time* and *Life*.

After covering the outbreak of the Sino-Japanese War, Mr. Moorad returned to the U. S. and became editor of the Santa Cruz, Calif., *Daily Sentinel* in 1938. Three years later he became publicity director of the American Red Cross and eventually went to the southwest Pacific as a war correspondent for the Red Cross. In 1942 he joined CBS.

Mr. Moorad covered both Pacific and European battles for CBS and after the war served the network in Cairo, Ankara and Washington. He resigned in 1947 to write his book. He is survived by his wife, Mrs. Mary Moorad, and two sons, Mac and Michael.

Also among the victims of the air crash was Vincent Mahoney, 47, an editorial writer for the *San Francisco Chronicle*. Mr. Mahoney served with the Office of War Information from 1941 to 1945 as chief of the bureau of intelligence for the Pacific Theatre. His job was to analyze and evaluate propaganda broadcasts. Surviving are his wife, Mrs. Virginia Mahoney, and two sons.

NAB MEMBERSHIP

Analyzed by Arney

TWO-THIRDS of the 152 AM stations that have resigned from NAB since Feb. 1 are stations licensed since Jan. 1, 1945, according to a membership analysis submitted to the NAB board at Portsmouth, N. H., last week by C. E. Arney Jr., NAB secretary-treasurer.

Of the total AM resignations, 82 have been 250 w stations, 66 in the 500 w-5 kw class and four over 5 kw. In addition to the 152 AM stations, 94 FM and 1 TV station have left NAB ranks.

NAB membership as of last June 30 consisted of 1,133 AM, 548 FM and 6 TV outlets, a total of 1,687 actives. Associate members included four networks and 76 other types, an overall total of 1,767.

In the five months since Feb. 1, NAB has gained 85 members and lost 258, a net loss of 173. The Feb. 1 membership consisted of 1,242 AM, 621 FM and 4 TV stations, plus four networks and 69 other associates, or a total of 1,940 members.

As of last Nov. 10, when the board held its final 1948 meeting, the membership consisted of 1,270 AM, 656 FM, 4 TV, 4 networks and 69 other associates, or a total of 2,003 members.

Largest number of AM resignations since Feb. 1 occurred in District 3 (Pa., Del., Md.), where 17 left the ranks. Next was District 4 (D. C., Va., W. Va., N. C., S. C.), with a loss of 16. District 1 (New England) lost 14. Fewest resignations occurred in District 7 (Ky., Ohio).

NAB's 1949 budget has been based on estimated membership dues of $808,000 plus $12,000 other income (rents), a total of $820,000. Estimated expense is $774,273 (prior to the current reorganization).

Loss of membership has reduced the estimate of membership dues from $808,000 to $781,236, assuming income for the last seven months of 1949 will be seven times that received in June.

Last Deadline

H. R. KNICKERBOCKER, famed foreign correspondent, made his last deadline—a WOR New York broadcast—four days after he and 44 other passengers were killed in an air crash near Bombay. A recorded commentary made by Mr. Knickerbocker in Indonesia arrived at WOR in time to be broadcast at his usual time, Saturday, July 16.

Webster

(Continued from page 29)

affirmation of his belief in color as the "ultimate," [BROADCASTING, July 11] then wanted to know why the Commission, in its May 26 "time-table" announcement, had imposed a limitation by making provisions for licensing stations in both VHF and UHF bands " when it is shown that sufficient receivers and parts are available to permit adapting monochrome receivers for color reception."

Sen. Tobey wondered if there are enough manufacturers to turn out converters or adapters at a reasonable price. The Commodore expressed belief there are.

Commodore Webster said the limitation was added to enable FCC to get information from its forthcoming hearings, and was a "wise condition." Replying to questions, he said he doubted if color stations would be operating for another two years and that promulgation of standards may eliminate need for hearings other than those scheduled to begin Aug. 29. He felt competition will force black-and-white broadcasters to go into color.

Sen. Tobey asked whether, when RCA and CBS come before FCC in the August TV hearings, the Commissioners will be swayed by their private convictions or look to the public interest. The Commodore assured him it would be "the public interest." Sen. Tobey then asked whether Mr. Webster was aware that Sen. Johnson had received confidential documents charging the Commission not only erred on original TV(VHF) allocations but overrode the findings of its own staff.

Continuing, he wanted to know if "it isn't true" that "you and Comr. Sterling soft-pedaled" manufacturers as a matter of policy, placing color from "2 to 25 years away?"

Resents Question

The Commodore replied: "Of course not and I resent it very much." He explained that had not been his policy at all but "whatever action is taken" he thought it only fair to tell people the facts, "like my statement that color transmitters will probably not be on the air for at least two years."

At one point Sen. Tobey referred again to John A. Willoughby, FCC acting chief engineer [BROADCASTING, July 11], indicating amazement when Commodore Webster said appointment of a permanent chief engineer had "never been brought up" in executive session of the Commission, as far as he could recall.

He asked Commodore Webster to provide him with the executive agenda for the Commission from January 1948 to the present. He also wanted to know if "it is true" that Mr. Willoughby has been "badgered" and otherwise criticized in some quarters, "maybe by RCA?" Before the nominee could reply, Sen. Tobey interjected: "Is he well liked in industry?" The Commodore said he believed he is.

When the New Hampshire Republican asked him how he could account for the "shabby treatment" accorded Mr. Willoughby, he termed it "unfortunate." To further questioning, he agreed that one who served as, say, chief engineer for FCC would be valuable to private industry.

On the subject of responsibilities of engineers and Commissioners, Commodore Webster observed that he disliked the term "engineer-commissioner," feeling that as a commissioner he would also be concerned with legal, accounting, economic and other problems. He said that with the "proper staff" he saw no reason to encroach upon the engineers' field except where situations demand mutual discussion and recommendations.

Commodore Webster explained that he has attempted to act as coordinator on various problems, especially on assignment of mobile service frequencies, that he had worked with different staff levels.

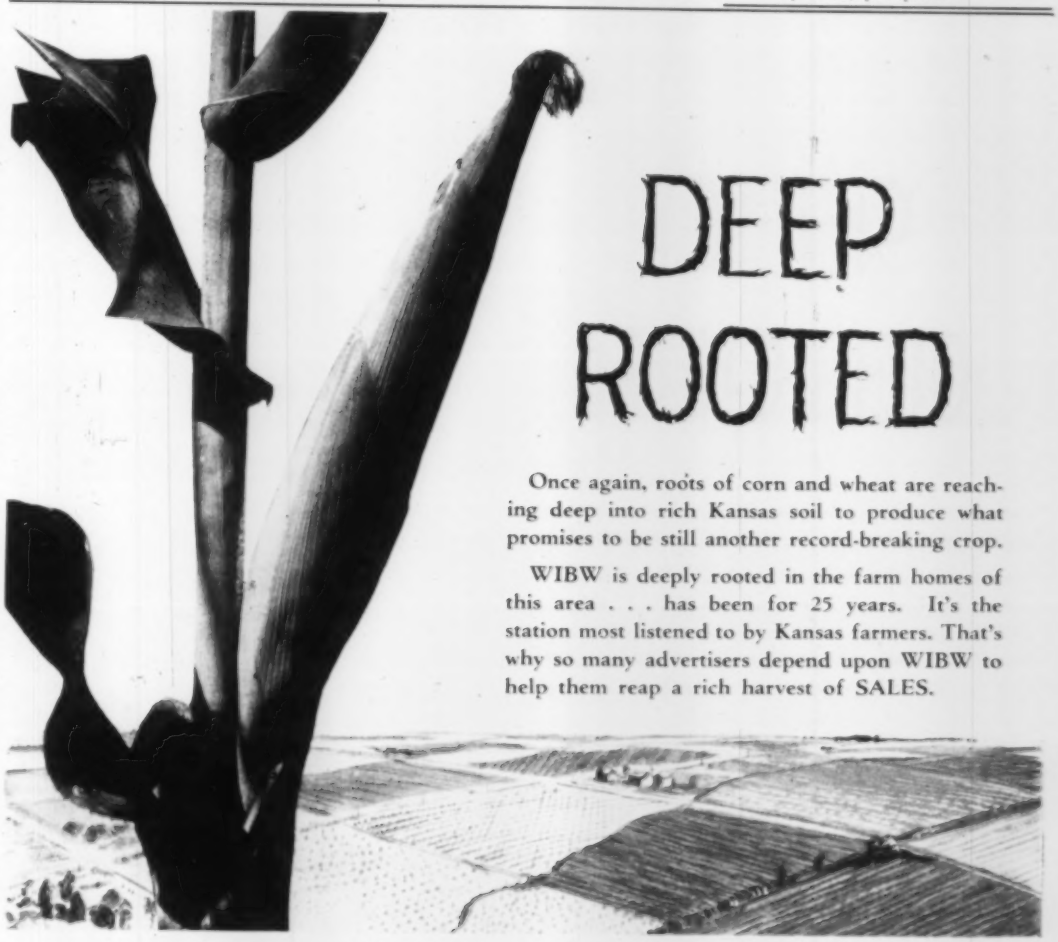
CBS President Stanton, in his letter to the committee and to Sen. Tobey, Commodore Webster and Gen. David Sarnoff, chairman of the board of RCA, asserted that "not only is CBS doing nothing to hinder development of color TV, but CBS has done more than any other factor in the industry to foster its development . . ."

Cites CBS-RCA Competition

He cited the "vigorously competitive situation between CBS and RCA in the broadcasting and recording fields over the last few years" in denying both implications (hindering development and dickering) and, referring to FCC's denial of Columbia's petition for commercial authorization for color TV in 1947, stated the network has made a "number of significant advances and improvements in the art." CBS plans to appear at the FCC August color hearings, he added.

Promotion That Pays

EXPENSE - FREE promotional gimmick has been reported by KFQD Anchorage, Alaska. Station has published maps of the area to aid newcomers in locating streets, roads and suburban regions. Maps are surrounded by ads of KFQD sponsors with lines running to the sponsors' actual location. Ken Laughlin, KFQD station manager, reports the station made a profit on the sale of ads so the promotion "cost nothing." A few maps will be placed in advertisers' places of business for distribution, but KFQD is running a series of spot announcements to draw mail or calls directly to the station in order to check summer mail pull. Maps are being given away free, postpaid.



DEEP ROOTED

Once again, roots of corn and wheat are reaching deep into rich Kansas soil to produce what promises to be still another record-breaking crop.

WIBW is deeply rooted in the farm homes of this area . . . has been for 25 years. It's the station most listened to by Kansas farmers. That's why so many advertisers depend upon WIBW to help them reap a rich harvest of SALES.

W I B W

SERVING AND SELLING

"THE MAGIC CIRCLE"

WIBW · TOPEKA, KANSAS · WIBW-FM

C B S

Rep: CAPPER PUBLICATIONS, INC. · BEN LUDY, Gen. Mgr. · WIBW · KCKN

NBC Reorganization

(Continued from page 23)

command of NBC would then consist of Niles Trammell, president, as the chief; Mr. Denny as his executive officer and Sylvester L. (Pat) Weaver Jr., recently appointed vice president in charge of television, and an as yet unnamed vice president in charge of sound broadcasting as principal operations officers. Incumbent administrative vice presidents such as John H. MacDonald, who is in charge of finance, and Harry C. Kopf, in charge of sales and stations, would probably serve as general administrative officers of the company. The third present administrative vice president, Sidney N. Strotz, would probably retain his current assignment in charge of the Western Division.

Mr. Strotz at one time went to New York as officer in charge of NBC television, but several months ago he elected to return to the West Coast, a region he favors for residence, to concentrate his energies in holding that flank of NBC against the encroachments of opposing networks.

The long-range intention of NBC to divide television and radio operations and place each under a very high level officer was clearly indicated in its decision to bring Mr. Weaver into the company at a salary second only to Mr. Trammell's.

BROADCASTING learned from reliable sources last week that Mr. Weaver would be paid more than $70,000 a year. The willingness of NBC to retain Mr. Weaver at that figure was more than adequate suggestion of the importance the network attaches to his new post.

It also was learned that Mr. Weaver is scheduled to be elected to the NBC board of directors at the board's next meeting, Sept. 2.

The broad policy is intended to provide a fluidity of organization that can accommodate the inevitable expansion of television and attendant diminution of radio.

Duties to Increase

Plainly the network expects the responsibilities of Mr. Weaver, as its officer in charge of television operations, to increase. His comparative youth—he is 39 years old—was a factor in his selection for the job.

Presumably a senior executive now in the employ of the network will be selected as vice president in charge of sound broadcasting. It was pointed out that NBC does not anticipate an appreciable decrease in radio operations in the near future. An eventual contraction is believed inevitable, however.

It is understood to be the aim of the reorganization policy to create two major frameworks—one for radio and the other for television—within which personnel may be shifted in accordance with the changing patterns of broadcasting. Employe strength may be moved out of radio and into television as the demand of the latter increases through the years.

This process has been at work, of course, for some time, but on a less orderly basis.

First Step Soon

The first steps in strengthening the television operational organization may be taken within two months, it was learned. One probability is that television sales will be established as a department, divorced from radio sales activity. Other functions, such as promotion, may similarly be departmentalized. Such television departments would report up through Mr. Weaver to general management and would for practical purposes be distinct entities, without direct strings to their counterparts in the radio side of the network.

On the other hand, the various departments on the radio side would report to general management through whatever executive is put in charge of sound broadcasting, it was believed.

For the past year program activities of the network have been virtually separated, although not as definitively as they will be under the reorganization.

Brig. Gen. David Sarnoff, chairman of the board of RCA, Frank M. Folsom, RCA president, and J. H. McConnell, recently elected executive vice president of RCA, have been taking active interest—along with Messrs Trammell and Denny—in reshaping the subsidiary, NBC.

It was considered significant that the consultant firm, Booz, Allen & Hamilton, that has been at work within NBC, has also been retained at various times to streamline other RCA divisions. Last year RCA paid the consultants $147,651.38 for services elsewhere in the corporation.

WICKETT TO KXOA

Is Director of Operations

MARTIN DEANE WICKETT has joined KXOA KXOA-FM Sacramento, Calif., as director of operations, it was announced last week by Herb Ferguson, general manager of KXOA and KXOB Stockton, Lincoln Dellar stations. In his new position, Mr. Wickett succeeds Neil McIntyre, who becomes operations director at KXOC, the Dellar station in Chico, Calif.

Mr. Wickett

Mr. Wickett, who will be in charge of KXOA station operations and programming, formerly was with the San Francisco district office of Gooderham & Worts Ltd., where for the past year he has been sales promotion manager. Prior to that he was a member of the radio faculty of the U. of Washington, Seattle, as well as program manager for KING Seattle. Previously he had spent four years as program manager of WTOP Washington, three years with Erwin, Wasey & Co. in New York as associate director of radio, and two years as musical director of the NAB Bureau of Copyright, predecessor of BMI. Other background includes service with WLW Cincinnati, KMOX St. Louis and KFAB Omaha.

New WHO Tower

WHO Des Moines, Iowa, will shortly erect a new broadcasting tower at nearby Mitchelville, it was revealed July 13. The 672-foot, guyed tower, one of the tallest in the Midwest, will be surmounted by an eight-section FM pylon and a 12-section high-gain TV antenna. The over-all height will be 780 feet. Contract for the tower has been placed by the Central Broadcasting Co., licensee, with RCA. The structure will cost more than $150,000, according to Col. B. J. Palmer, WHO president.

FM has "grown up" in Alabama!

Buyers of time on *WSGN* receive a real bonus in proved pulling power on *WSGN-FM*. One night early in 1949 we offered a premium (10¢ value) to listeners living outside of Birmingham and Jefferson County who would write in stating whether they heard the announcement over *WSGN* or *WSGN-FM*. When the replies came in they amazed us. Of the 959 replies to this night-time offer 487 specified they had heard the announcement on *FM* --- 472 either said *AM* or made no specification.

WSGN-FM's proven audience is a definite bonus for *WSGN* buyers. *WSGN-FM* duplicates the programs of *WSGN* with few exceptions.

Henry P. Johnston
Managing Director

ALABAMA'S BEST *BUY* FAR!

WSGN

WSGN - FM

THE NEWS-AGE-HERALD STATIONS

Birmingham 2, Alabama — Headley Reed National Reps.

IN CINCINNATI, WHAT STATION HAS THE LOWEST COST PER THOUSAND?

→ *See Centerspread This Issue* ←

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

Management

ROY R. BAKER, manager of WTRC Elkhart, Ind., for 18 years, has resigned to go into private business. Mr. Baker put WTRC on air and was instrumental in formation of station's FM outlet. He was active member of various committees of Indiana State Broadcasters Assn. and served as its president in 1947-48. RICHARD W. HOLLOWAY, commercial manager for last three years, succeeds Mr. Baker as manager.

MILFORD C. JENSEN, operations director for WCAL WCAL-FM Northfield, Minn., has been appointed station manager in addition to his other duties.

Mr. Jensen

HUME LETHBRIDGE, formerly of CKOV Kelowna, B. C., and CKLN Nelson, B. C., has joined CJNB North Battleford, Sask., as manager.

HOWARD E. GURNEY, formerly commercial manager of WROX Clarksdale, Miss., has joined WGVM Greenville, Miss., as station manager. DAVID M. SEGAL, owner, remains as general manager of WGVM and KTFS Texarkana, Tex.

RAYMOND BROWN Jr., formerly with WOL Washington; WEAM Arlington, Va.; WSPB Sarasota, Fla., and WGAN Portland, Me., has joined WAAB Worchester, Mass., as general manager.

JOHN SWALLOW has been appointed acting general manager at KAGH Pasadena, Calif., replacing LYNN JOHNSTON, resigned (see Commercial page 58)

G. B. QUINNEY, formerly manager of CFAR Flin Flon, Man., has joined CFSH-FM Hamilton, Ont., as assistant manager.

C. H. WHITNEY, formerly sales promotion director of CHAB Moose Jaw, has been appointed manager of CFAR Flin Flon, Man.

WTOP Washington was praised for its community service in a letter from Red Cross to FCC.

BUCKLEY

Named Board Chairman Of Philco Corp.

JAMES T. BUCKLEY, president of Philco Corp. from 1939 to 1943 and since then chairman of the executive committee, was elected chairman of the corporation's board of directors July 12 to succeed the late John Ballantyne. William Balderston, president of the company, will continue to serve in that capacity as the chief executive officer of Philco.

Mr. Buckley, 52, joined Philco in 1912 and spent his entire business career with the company. With a basic engineering training, he started as a laboratory assistant when the firm was a small manufacturer of storage batteries, and was later promoted to chief draftsman and then assistant engineer. Because of his broad abilities in management, he was named purchasing agent in 1919 and continued in that capacity until 1933, when he became treasurer.

In 1939, Mr. Buckley was elected Philco president and later directed the company's conversion to war work. Since 1943, when he became chairman of the executive committee, he has devoted his time to the over-all policies of the corporation as it expanded in the appliance field.

Mr. Buckley, formerly a director of the Federal Reserve Bank of Philadelphia from 1944-1947, is president of Goodwill Industries of America, president of the board of trustees of Falls Methodist Church, and a trustee of Methodist Hospital, Philadelphia, Dickinson College, Drexel Institute of Technology and Drew U. A graduate of Northeast High School, Philadelphia, he studied at both Drexel and the U. of Pennsylvania. He was awarded the honorary degree of Doctor of Engineering by Drexel Tech in 1948 for his "vision in making business enterprise, in cooperation with the spirit of scientific research, promote the art of good living among our people."

Mr. BUCKLEY

* * *

Degree to Stanton

FRANK STANTON, CBS president, will receive an honorary Doctor of Laws degree from Ohio State U. at the university's commencement ceremonies Sept. 2. University President Howard L. Bevis announced that the school's board of trustees voted the degree at its May 9 meeting, but Mr. Stanton was abroad at the time of spring commencement when such degrees traditionally are awarded. Mr. Stanton is a former faculty member of the university's psychology department.

SCBA COMMITTEES

Named for 1949-50 Term

THREE major committees for Southern Calif. Broadcasters' Assn. for 1949-50 have been named by William J. Beaton, SCBA president.

They include: Research: Larry McDowell, KFOX Long Beach, chairman; Calvin Smith, KFAC; Kevin Sweeney, KFI; Fran Conrad, John Hansen, ABC; Ralph Taylor, CBS; Helen Murray Hall, NBC; Bill Sener, Ken Harwood, KUSC; Herb Sonnenberg, Don Lee, all Los Angeles.

Emergency Planning: Robert O. Reynolds, KMPC, chiarman; Ben McGlashan, KGFJ; James T. Vandiveer, ABC, Hollywood.

Speakers Bureau: Robert J. McAndrews, SCBA, chairman; Jennings Pierce, NBC; Pat Campbell, Don Lee; Harry Witt, KTTV (TV); Thelma Kirchner, KGFJ; Frank Burke Jr., KFVD; Robert O. Reynolds; William B. Ryan, KFI; Bill Sener, KUSC Los Angeles; Gene Lee, KFXM San Bernardino.

Board of directors of the association will act as both Membership Committee and Project Investigating Committee.

Hollander to WITH

APPOINTMENT of Sidney Hollander, who specializes in marketing economics and research, as research director of WITH Baltimore was announced by the station last Tuesday. Mr. Hollander has served as assistant to the director of research at Gimble Bros., Philadelphia, on customer analysis and research on customer relations. He has served also as special assistant to the director of research, American Retail Federation, Washington, on measurement of effects of chain store taxes on chain and independent store sales.

WFBC Serves 853,700* People whose purchases in 1948 were $507,606,000**

MAKE IT YOUR 1st MARKET IN S. C.

*U. S. Census Figures 8 N. C. Counties, 5 Ga. Counties, and 14 S. C. Counties where WFBC enjoys greater listening popularity than any other station!

**Sales Management 1949 Survey of Buying Power. Estimated Retail Sales in above counties.

NBC FOR ALL THREE
GREENVILLE-SPARTANBURG-ANDERSON MARKETS

WFBC
5000 Watts 19 Hours Daily
and WFBC-FM
93.7 Channel • 60,000 Watts
GREENVILLE, S. C.
THE NEWS-PIEDMONT STATION

REPRESENTED BY AVERY-KNODEL, INC.

A *Stitch* IN TIME
SAVES NINE
So "Sew Up" the certainty of results in Memphis with—
WMPS
10,000 WATTS DAY
5,000 WATTS NIGHT
680 KILOCYCLES
AN AFFILIATE OF THE AMERICAN BROADCASTING COMPANY
RADIO REPRESENTATIVES, INC.

COMR. WALKER

Due Back This Week at FCC

FCC Vice Chairman Paul A. Walker is slated to return this week, probably about Thursday, from the Paris International Telephone and Telegraph Conference which has occupied him, Chairman Wayne Coy, and some 12 FCC staff members since mid-May.

He will take over the acting chairmanship which Comr. Rosel H. Hyde has held since the Chairman and Vice Chairman left for the Paris sessions.

His return, and the anticipated Senate confirmation of E. M. Webster's renomination to the Commission (story page 29), will bolster the Commission's operating strength from a bare majority to six members. Virtual completion of the Paris conference's telegraph work and his desire to return to FCC's affairs prompted his decision to leave before the international meeting is concluded, authorities explained.

Chairman Coy, head of the U. S. delegation to Paris, meanwhile will remain for the final sessions and then will head a smaller delegation to London for renegotiation of the Bermuda Telecommunications Agreement. He is not expected to return to Washington before late August, at the earliest.

Reports on Coy

To date there has been no confirmation of persistent reports that Mr. Coy plans to wind up his FCC service upon completion of the European mission. The reports have centered on speculation that he may accept the presidency of Television Broadcasters Assn.

The FCC group who will attend the London conference with him, as designated last week, include Chief Accountant William J. Norfleet, Assistant Chief Engineer Marion H. Woodward, Assistant General Counsel Harold J. Cohen, John Lambert of the Accounting Bureau, and Miss Johanna Oswald of the Chairman's office secretarial staff. The London delegates all are attending the Paris conference, which is expected to wind up late this month or in early August.

PALMETTO GROUP

Offers Coverage in S. C.

PALMETTO Assn. of Local Stations, a South Carolina group organized at a meeting in Columbia July 9, plans to place literature on the statewide coverage it offers in the hands of advertising agencies soon.

Paul Myhan, WACA Camden, S. C., secretary of Palmetto, said the group has 16 member stations and will add others soon. He added that the association voted at the July 9 meeting to call itself the Palmetto rather than South Carolina Assn. of Local Stations.

Upcoming

July 29-30: Catholic Broadcasters Assn., U. of Notre Dame, South Bend, Ind.
Aug. 1-3: Canadian Assn. of Broadcasters directors meeting, Mount Royal Hotel, Montreal.
Aug. 2-3: Audio-Visual and Radio Education State Directors conference, Chicago.
Aug. 8-19: Summer School of Christian Radio, Moody Bible Institute, Chicago.
Aug. 19-20: Emporium, Pa., IRE Section seminar, Emporium High School Auditorium.
Aug. 25-28: AFRA annual convention, Palace Hotel, San Francisco.
Aug. 29: FCC TV UHF-VHF Allocations Hearing, FCC Hdqrs., Washington.
Aug. 30-Sept. 1: Fifth Annual Pacific Electronics Exhibit, Civic Auditorium, San Francisco.
Sept. 2: Clinic for teachers of radio journalism, U. of Minnesota, Minneapolis.
Sept. 8-10: Western Assn. of Broadcasters annual meeting, Banff Springs Hotel, Banff, Alta.
Sept. 14-16: Illinois and Wisconsin Broadcasters Assn. and NAB District 9 meeting, Northernaire Hotel, Three Lakes, Wis.
Sept. 15-16: Joint board meeting of U.S. Radio Mfrs. Assn. and Canadian Radio Mfrs. Assn., Hotel Greenbrier, White Sulphur Springs, W. Va.
Sept. 18-20: Advertising Federation of America's Southwest District meeting, Biltmore Hotel, Oklahoma City.
Sept. 26-28: National Electronics Conference, Edgewater Beach Hotel, Chicago.
Sept. 30-Oct. 9: Second Annual National Television and Electrical Living Show, Chicago Coliseum, Chicago.

RATE-CUTTING

Deme Implores NAB to Act

NAB was asked to take the lead in eliminating rate-cutting practices in an "open letter" sent to President Justin Miller by John Deme, president and general manager of WICH Norwich, Conn.

In a telegram sent to Wentworth-by-the-Sea during the NAB board meeting, Mr. Deme said NAB should "take cognizance of the impending detrimental effects of rate cutting" along with its fight against per inquiry deals.

"Why stations take the trouble to publish a rate card and never bother to uphold those rates is a problem confronting the operators of stations who are trying to maintain the standards of good advertising principles," Mr. Deme declared. He cited incidents of rate cutting as disclosed by chain stores and granting of free announcements to advertisers buying a few programs.

"The NAB should take the initiative to re-educate or inform these violating broadcasters, many of whom are members of the NAB, as to the dangers involved if this practice continues," he said. "It may spell the death knell of AM radio with the impending impact of television."

Complaints have been received from broadcasters about a P. I. proposition of House of Houston Inc., 351 San Lorenzo, Coral Gables, (Miami), Fla. The deal covers a $1 pint bottle of "a revolutionary new product, Mile a Minute." This product will "banish ants as you clean," as well as other bugs, the maker claims. In Miami newspapers the pint bottle is advertised at 89 cents. The radio deal specifies a price of $1 with the station keeping 50 cents.

SWEETS CASE

Unions Will Probe Blacklist Rumor

RADIO UNIONS last week decided to take action in the resignation of William McD. Sweets, director of *Gang Busters* and *Counterspy* for the Phillips H. Lord package outfit.

What aroused the unions was the report Mr. Sweets' resignation was caused by his political beliefs and that a blacklist existed of radio people who were either Communists or sympathetic to Communists.

Action was first taken by the Radio and Television Directors Guild at a meeting Monday of the executive council of its New York local.

That body passed two resolutions. In one, it went to bat for Mr. Sweets, to attempt to convince Phillips H. Lord Inc. it rendered an injustice to Mr. Sweets. In the other, it sought to strike at the existence of any alleged blacklists by setting up a fact-finding committee to investigate the matter. RTDG threatened action against any agency using a blacklist.

Action by the RTDG was followed by resolutions Thursday of the National Assn. of Broadcast Unions and Guilds at a joint meeting in New York of its national and New York councils.

NABUG supported RTDG's first resolution. It then also resolved to appoint its own industry-wide union committee to cooperate with the fact-finding RTDG committee. Personnel of the NABUG committee is to be made up of nominees by the presidents of the member unions and guilds.

It was further decided by NABUG to inquire whether Mr. Sweets dismissal should not be investigated by the Authors League on the ground censorship questions were involved. Two NABUG unions, Radio Writers Guild and Television Writers Guild, are branches of the Authors League.

A spokesman for Phillips H. Lord, asked about Mr. Sweets' resignation, merely said that he had resigned because he had other plans.

Reached at his home in Manchester, Vt., Mr. Sweets said his resignation was forced because of agency-sponsor pressure on the Lord company.

Such pressure, he said, was caused by alleged letters from individuals and organizations, particularly after he became a sponsor of the recent Cultural and Scientific Conference for World Peace meeting in the Waldorf Astoria in New York. He said that although he did not believe it proper to inquire into one's political beliefs, he acknowledged he had run for State Senator in Bennington (Vt.) County on the Democratic ticket in 1940 and that in 1928, as part of the Presidential campaign, he produced the *Life of Al Smith*, a radio show in which a million dollar cast participated, including Helen Hayes and Clark Gable.

Mr. Sweets, a veteran of 25 years in radio, has been associated with many network shows.

Many union leaders were plainly skeptical as to the existence of a blacklist barring members from work because of political beliefs. In view of the Sweets case, however, it was considered necessary to make investigation.

Theodore Kirkpatrick, one of the owners of *Counterattack*, anti-Communist newsletter which has recently treated of Communists in the radio industry, said he believes there was no such list because "if there were there would be fewer Communists in radio."

PAUSING for some serious conversation during a CBS cocktail party at Washington's Carlton Hotel are Secretary of the Army Gordon Gray (l) and Earl H. Gammons, CBS vice president in charge of the Washington office. Party was attended by top CBS executives and Secretaries of Army, Navy and Defense. Mr. Gray also is president of WSJS and owner of WMIT (FM), both Winston-Salem, N. C., stations.

'CROSS-OUT'

FCC Refuses Ruling

FCC REFUSED last week to pass upon the legality, within the meaning of the lottery laws, of a radio program based on a game called "Cross-Out."

Cross-Out Advertising Co., of St. Louis, had asked for a declaratory ruling on the subject.

Reiterating the position it took when Harry S. Goodman Radio Productions made a similar request with respect to *Radio Telephone Game* [BROADCASTING, March 1, 1948], the Commission held that it cannot take the time to give advisory rulings on the "infinity of possible programs and schemes which may be presented."

FCC also said:

. . . the necessities of sound administrative policy require us to limit the issuance of declaratory orders to substantial controversies involving parties who have a substantial present interest in the relief sought. The responsibility for the selection of program material rests with the licensee and involves much more than a determination as to the legality of the material offered.

Cross-Out Advertising said it had copyrighted and patented its game, that it originally was used basically for handbill advertising and that various uses to which it had been put had been cleared with the Post Office Dept.

ABC BROCHURE

Urges 'Capitalize on Radio'

OPPORTUNITIES to capitalize on radio advertising in 1949 and 1950 are the most favorable in history, according to a brochure prepared by ABC for advertisers and agencies. Claiming that radio today reaches "more people more often than ever before," the booklet states that in 1951 there will be more exclusive (of television) radio homes than there were total radio homes in 1946.

Among figures quoted are these, breaking down radio and television's projected growth: in 1950 there will be 40,250,000 radio homes; 2,750,000 radio and television homes, and 37,500,000 exclusive radio homes. In 1951 the totals will be: 40,960,000 radio homes; 6,000,000 radio-television homes, and 34,960,000 exclusive radio homes. The brochure also points out that 90% of all radio homes listen each day, with an average of five hours and two minutes daily of listening, a 21% increase over six years ago.

Joint radio-television advantages, according to ABC, are summed up thusly: "Network radio is the most efficient medium to serve as the basis of a national campaign, with television as the best supplementary medium to increase spending in major markets so that advertising expenditures can be aligned with market values to realize maximum sales per advertising dollar."

BRENNAN FAVORED

For Jacksonville Station

INITIAL decision which would grant Brennan Broadcasting Co. a new AM station in Jacksonville, Fla., on 690 kc with 25 kw unlimited (directional night) was issued Thursday by FCC Examiner Elizabeth C. Smith.

The decision would deny application of WTOC Savannah, Ga., to change from 1290 kc 5 kw unlimited (directional night) to 690 kc 10 kw.

The examiner granted the Brennan application because it would give 3,308 persons their first primary night service plus additional primary night service to 203,091 persons, along with additional primary daytime service to 542,260 persons.

The Savannah power increase, Miss Smith found, would give additional daytime primary service to 436,047 persons with gain of 82 persons getting first primary night service offset by loss of primary night service by 20,608 persons now served by WTOC.

Stock in Brennan Broadcasting Co. is held by a partnership comprising William J. (85%), Cyril G. (5%), Daniel M. (5%) and James F. Brennan (5%). The Brennans are interested in WVOK Birmingham and a Miami application for a 250 w station. The Miami interest would be sold in case of the Jacksonville grant.

WALTER

New Mayflower Decision Hit by Congressman

IN ANOTHER attack on FCC and particularly its legal bureau, Rep. Francis E. Walter (D-Pa.) told his colleagues in the House last Thursday that "it is apparent that the Commission cannot legally expect licensees and other persons before it to abide by the dictum" of its New Mayflower Decision on editorializing.

The Pennsylvanian pointed out that the Administrative Procedure Act, of which he is co-author, provides that "no person shall in any manner be required" to abide by agency procedure which is not published in the *Federal Register*. The editorializing decision, he noted has not been so published.

He also claimed the Commission fails to give renewal applicants the benefit of sections of the Act which provide for "opportunity to achieve compliance [with Commission rules] without a full-dress hearing." Further, he said, by calling renewal hearings instead of instituting revocation proceedings the Commission "throws the burden upon the applicant to prove why his license should be renewed instead of placing the burden on the Commission to show why it should be revoked."

He said this is done by the Commission on the advice of its legal department — "legal satellites intent on maintaining the sword of Damocles over those persons who are subject to regulation by the agency."

Rep Walter expressed hope that his intended probe of the FCC [BROADCASTING, July 4, 11]—which he said would be held as soon as the pressure of other business permits—"will shed light on the reasons for the employment of such a mode of regulation" as the Mayflower Decision.

That decision, he said, "is couched in such legalistic abstractions and ambiguities that several of the Commissioners themselves felt impelled to state their additional or separate views because, as they said, the majority view leaves a licensee in a quandary and a state of confusion." Regulations and policy statements, he said, should be "a guide for those regulated," and "not an additional mental hazard."

He said he was "unable to determine" whether the Mayflower report "has the standing of a rule, regulation, or official statement of general policy." But he assumed that FCC meant it to be "something more than enlightening, entertaining, or eduational literature." Though he questioned its status, he also assumed "that all those to whom it may apply will feel obligated to conform—provided, of course, that they can determine from the ambiguous language used what conformance means."

CARSON HEARING

Fulton Lewis Testifies

FULTON LEWIS Jr., noted MBS commentator, testified last Tuesday before the Senate Commerce Committee that he had "nothing personal" against John Carson, nominee for Federal Trade Commission, but wanted to pose "the $64 question" in his broadcast as to whether views of the Cooperative News Service represented Mr. Carson's personal beliefs. The nominee is research director of the Cooperative League of the U. S.

Mr. Lewis appeared at his request as the committee concluded its series of hearings on President Truman's selection to succeed Robert Freer as FTC commissioner. The nomination was not considered at the bi-weekly Senate Commerce executive session Wednesday morning, and a spokesman said no special session is planned. As a result, it may not be taken up until July 27, it was indicated.

The Mutual commentator denied he had any "grudge against," contact with or personal knowledge of Mr. Carson; that he had quoted Mr. Carson's testimony out of context; or that he was "out to get him" [BROADCASTING, July 11]. Tracing the relationship, Mr. Lewis stated originally he had opposed Mr. Carson, then head of the Cooperative News Service, on taxation, and that Mr. Carson asked the Federal Trade Commission to investigate "whether a conspiracy exists between private enterprise sources and the commentator, and to examine his private income."

Mr. Lewis said FTC acknowledged receipt of the complaint and "tabled" it, after he volunteered to turn over his files and financial account. He told the committee Mr. Carson mistakenly referred to FCC in earlier testimony.

KTSA KANS KRGV

Ownership Hearing Called

A HEARING was called by FCC last Thursday to consider the proposed interdependent transfers of KTSA San Antonio, KANS Wichita, Kan., and KRGV Weslaco, Tex., by which a dissolution of the long-standing station-ownership association of O. L. (Ted) Taylor, Gene A. Howe, and T. E. Snowden would be accomplished [BROADCASTING, Nov. 29, Dec. 27, 1948].

Date for the heading was not set.

Taylor Radio and Television Corp., headed and controlled (75%) by Mr. Taylor and having the same stockholders as KANS, would acquire the assets of that station for $200,000 and KRGV for $320,000. Express Publishing Co., licensee of KYFM (FM) San Antonio and publisher of the San Antonio *Express* and *News*, would acquire KTSA for $450,000.

Under the present ownerships, Mr. Snowden is president of KRGV and vice president of KTSA, and owns minority interests in both; Mr. Howe is president of KTSA and treasurer of KRGV with substantial holdings in both; Mr. Taylor is chief owner of KANS and minority stockholder of KTSA, and is executive manager of the Taylor-Howe-Snowden stations.

KTSA is a CBS affiliate on 550 kc with 5 kw; KRGV is a 1 kw NBC affiliate on 1290 kc; KANS also is an NBC affiliate, on 1480 kc with 5 kw day and 1 kw night.

WQUA LOSES

FCC Says WMT Within Rules

FCC last Thursday denied WQUA Moline, Ill.'s, request that the license renewal application of WMT Cedar Rapids, Iowa, be set down for hearing on grounds of alleged violation of FCC's network regulations.

WQUA had charged that WMT, a CBS affiliate, induced CBS not to affiliate WQUA, and that violation of the network rules (Sec. 3.102) was involved because, WQUA claimed, WMT's signal in the Mobile area is inadequate for primary service [BROADCASTING, Oct. 18, 1948; April 4].

FCC's decision turned on the provision in its rules which permits an affiliate to have first call, in its primary service area, upon the programs of the network.

The Commission held that WQUA's primary service area is also within WMT's, by virtue of WMT's delivery of a signal in excess of 2 millivolts per meter there. Its Engineering Standards are "not entirely clear" on the meaning of primary service, FCC conceded, but "the Commission has uniformly held that a 2 millivolt signal constitutes primary service."

The assumption that such a signal does not constitute primary service to city residential areas because of objectionable fading, FCC said, "is untenable for the reason that such a determination may not be made on a case-to-case basis in adjudicatory proceedings." Standards for ascertaining the extent of fading may come out of the pending clear-channel decision but they do not now exist, FCC pointed out.

The network rules express two policy considerations, the Commission said: (1) "a station should not enter into a contract with a network whereby the network is precluded from offering its programs to a station serving a substantially different area"; (2) "on the other hand, it is consistent Commission policy to prevent a duplication of programs by stations serving substantially the same area in order to achieve a maximum utilization of radio frequencies."

The Commission did not pass on the question of whether there does exist any contract or agreement between WMT and CBS which prevents WQUA from affiliating with CBS. WMT has denied the existence of any such contract or agreement.

WQUA is a Mutual outlet.

THE LATEST WCKY STORY

TELEPHONE
PLAZA 3-6121

REDFIELD-JOHNSTONE
INCORPORATED
ADVERTISING
420 Madison Avenue, New York 17

July 6, 1949

Mr. L. B. Wilson
Radio Station W C K Y
Hotel Gibson
Cincinnati, Ohio

Dear L.B.:

I know you will be interested in the attached letter received from Mel Block of Block Drug Company this morning.

Surely this letter is a tribute to W C K Y's ability to sell a lot of merchandise over a large area - single handedly!

From our standpoint we are indeed happy to see our recommendations work out so well and wish to thank you and your staff for your cooperation and sales results.

Sincerely yours,

REDFIELD-JOHNSTONE, INC.

EFJ:mm

Edmund F. Johnstone

WCKY - ON THE AIR EVERYWHERE, 24 HOURS A DAY 7 DAYS A WEEK

INVEST YOUR AD DOLLAR WCKY'S-LY

THE LATEST WCKY STORY

BLOCK
DRUG COMPANY
INC
DISTRIBUTORS OF
Drugs and Proprietary Medicines
190 BALDWIN AVENUE
~~JERSEY CITY 6,~~
N. J.

July 5, 1949

Redfield-Johnstone, Inc.
420 Madison Avenue
New York 17, New York

Gentlemen:

I have just been looking over the sales responses to our radio advertising and would like to point out the job that WCKY did for us. During the last twelve months we have used WCKY on Poli-Grip, Omega Oil, Allenru and Poslam and in all instances our sales returns were gratifying.

On Poli-Grip, for example, our sales in Cincinnati itself increased better than thirty per cent and our sales in the Southern territory had an increase that was even higher. Interestingly enough, on Poli-Grip, for the first four months that we advertised on WCKY, we had no other advertising running in the South.

As proof of our thorough satisfaction with WCKY, I would like you to plan increased schedules for this station.

Yours very sincerely,
BLOCK DRUG CO., Inc.
Mal A Block
Melvin A. Block

MAB/a

Call Collect Tom Welstead
53 E. 51st St.
New York City
Phone: Eldorado 5-1127
TWX: NY 1-1688
or
C. H. "Top" Topmiller
Cincinnati
Phone: Cherry 6565
TWX: CI 281

L. B. Wilson

WCKY

CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER

XUM

Editorial

Toward Nationwide TV

THE FUTURE of television in this generation may be shaped in the hearings on the far-reaching reallocation and attendant proposals (story page 43) which FCC handed down last week.

In our opinion, that point must be kept uppermost. No one interested in the development and success of the visual art should permit it to become obscured in the welter of counter-plans, protests and recommendations that may be expected in so vast an undertaking.

The reallocation which FCC proposes, envisioning the use of 42 UHF channels to supplement the present 12 of the VHF, will permit for the first time the development of that nationwide, truly competitive television system which has been the goal. That is vital, but it is not all.

Fundamentally, the plan clears the way for a badly needed new start toward a superior television service. Within limitations, the system of television as it is set up today is laid bare, engineeringly, for examination and corrective action. The questions of color, Stratovision, Polycasting, rules, engineering standards and allocations policies may now be threshed out.

No doubt there are defects in FCC's proposals. There may be many, and examination may show some of them to be major. The technicians say it will take weeks to make a complete appraisal. We will await their studied judgment.

We hope, incidentally, that the Senate Interstate & Foreign Commerce Committee will be content to do the same. The committee's interest in television is understandably great, but we think it will best serve that interest, and the public's, by permitting the proceedings to move ahead without interference or interruption. The basic questions are technical; science and politics don't mix. If the committee dislikes the outcome it will have adequate opportunity to make known its displeasure.

There will be differences and disputes aplenty, in any event. There is sure to be contention over the way the channels are allocated, particularly in communities which "lost" VHF channels. Even a cursory glance suggests other questions.

By our count, for example, there are 66 communities of not more than 1,000 population to which FCC proposes to assign channels; two are towns of 100 population, and the average for the entire 66 is 570. There are some 590 towns—more than one-third of the entire list—which by FCC's figures have populations of 5,000 or less. We fail to see the need or justification for so fine an allocation, particularly since FCC plans to keep the allocation table rigid, amendable only by formal proceedings.

But of first importance is the fact that this is the chance to lay the foundations for a sound, nationwide television system. Flaws can be pointed out and corrected, and differences can be reconciled, so long as the dominant purpose of all concerned is to evolve a system worthy of television's potentialities. It is a task which deserves all the know-how, the skill and the genius which practitioners of the electronic art possess. They are eminently able. Let them come forward, withholding nothing. This time the job must be done right.

NAB's Stitch in Time

EFFECTIVE Aug. 1 a new, all-inclusive NAB begins operations under a plan which appears to be sufficiently resilient to meet radio's (and TV's) changing needs.

The plan was evolved after three days of continuous board meeting at Portsmouth, N. H. It came by unanimous vote. It recognized the shortcomings of the existing NAB, and, in tempo with the times, it provides for immediate economies in operation, but with stepped-up efficiency and with no curtailment of basic functions.

The board handed to President Justin Miller a blueprint giving him broader powers. He assumes, in addition to his presidential duties, the active management of the association, with all divisions and branches reporting direct. The office of executive vice president is eliminated. Two new divisions—Audio (which embraces AM and FM) and Video—are created. The cumbersome standing committee structure is revised, with provision for only 10 committees to function in lieu of the existing 19. Committee memberships are reduced to five each. The Program Dept. is abolished. Engineering is curtailed.

This was no streamroller session. The directors frankly recognized need for realignment. Structure Committee members individually had polled key broadcasters. Directors had sounded out sentiment in their areas and among particular station segments. Their findings in large measure coincided with the result of the BROADCASTING TRENDS survey [BROADCASTING, June 27, July 4]. The board acted accordingly.

The board that met at Portsmouth last week was serious and determined. There was no internal bickering or byplay. There was no talking down of FM or TV. The Structure Committee plan, produced under forced draft over many months by Chairman Clair R. McCollough, WGAL Lancaster, gives comparable stress to these newer services on parallel footing with AM. In the mind of the board, the new organization plan embraces all of the benefits of a "federation" without actually creating one.

The new NAB, by dint of affirmative achievement, in the board's judgment should not only stem the resignation tide, but attract new memberships in all phases of radio—audio and video. And by numerical strength, it hopes to reduce station dues far beyond the 12½% interim "discount" authorized for the balance of this year.

The plan envisages a streamlined association, with no excess fat, no frills or folderol. It properly contemplates the separation of Broadcast Advertising Bureau from the association as an independent entity that will entice more advertising dollars to radio. It makes provision for stepped-up "government relations." It provides for less people to do more work.

The blueprint is there. It entailed painstaking planning. It does not over-reach. But it can't be made effective by the wave of a magical wand.

What appeared to be a hopelessly divided board last April in Chicago was united last week in Portsmouth. The board performed a tough, and to date, thankless task.

If there is any reward, it should manifest itself in a single trade association, strong enough to preserve the sanctity, dignity and freedom of American radio and television and to stave off the chaos and economic failure that could result from houses divided.

Our Respects To—

JOHN WORDEN ELWOOD

JOHN WORDEN ELWOOD, who cel-brated his 54th birthday yesterday, i one of that small group of men wh were present when commercial radio wa born in the United States. He has been a key figure in the development of the industr for more than 31 years. His work has bee the greatest enjoyment of his life. An yet, oddly enough, he did not choose radi as a career. Rather, the nascent broadcas ing industry of 1917 chose John Elwood as on of its founding fathers.

In that year, when commercial radio w the form of the Radio Corp. of America, wa nothing but a hazy idea in the minds o one or two men, John Elwood was a boo salesman. Radio, in the person of Owe D. Young, then vice president and genera counsel for General Electric, called him fro his book-selling chores "to help out in th office for a couple of weeks."

He stayed a bit longer. He stayed thre years in Mr. Young's office and then spe two more years as assistant secretary o GE. He stayed to take part in the formati of RCA; to represent RCA, and Americ at the first international radio conferenc following World War I; to be the corpora tion's first secretary, and to be its first leg lative representative at Washington, D. C He was still around to take part in the de velopment of RCA's program and radio en tertainment subsidiary, NBC; to forge th network's early program policy (especiall policy governing public service, educationa and religious programs), and to become v vice president of the network. He playe a leading part in the development of America shortwave facilities. He currently is genera manager of KNBC, the network's outlet i San Francisco.

Mr. Elwood's family background indicate an educational, rather than a radio, caree His father, a teacher, died when young Joh was less than two years old. Had he live Mr. Elwood says today, "I undoubtedly woul have followed in his footsteps and becom an educator."

Mr. Elwood was born in Ilion, N. Y., o July 17, 1895. His early education was pret much a catch-as-catch-can affair. His mothe to whom fell the job of breadwinner when h father died, was a milliner and her wor kept her traveling quite regularly. Mr. El wood attended elementary schools in Buffa Rochester, Aurora, New York City, Gran Rapids, Mich., and numerous points in b

(Continued on page 42)

SPECIFIC MARKET INFORMATION

DIRECT YOUR ADVERTISING TO KNOWN INDIVIDUALS. GET THE FACTS UPON WHICH YOU CAN PLAN FUTURE SALES.

WOV'S Audited Audiences gives you specific market information upon which sales expectancy may be anticipated to a degree of accuracy not heretofore possible in radio broadcast advertising. For bigger, faster sales at lowest cost buy the known audience of each of WOV's 5 Audited Audiences. Ask us for the facts—known, proven, tested facts—today. You too con take the guess out of buying. Consult with WOV where . . .

RESULTS IS THE BUY WORD

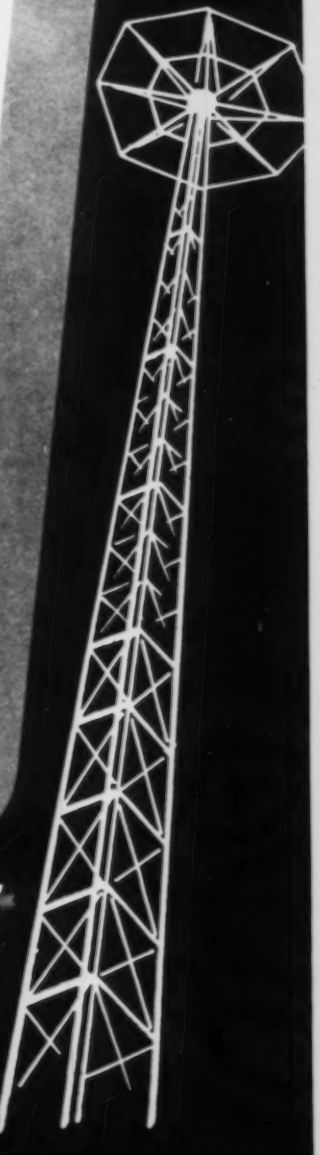
WAKE UP NEW YORK

THE BAND PARADE

THE 1280 CLUB

PRAIRIE STARS

ITALIAN LANGUAGE MARKET (2,100,000 individuals larger than Cleveland and Cincinnati combined)



Originators of *Audited Audiences*

WOV NEW YORK

RALPH N. WEIL, Gen. Mgr. · The Bolling Company, National Representatives

XUM

Respects

(*Continued from page 40*)

tween these places.

He attended high school in Rochester, where he worked on the school paper and got his first taste of and interest in advertising. He was a precocious young student. He once was thrown out of class and almost expelled from school for arguing a point of history with his teacher.

His higher education was taken at Amherst (two years), where he became a member of Psi Upsilon fraternity, and at Harvard (1½ years). Working during most of his off campus hours, he did not take part in sports nor most other extra curricular school activities. However, he did learn to play a fair game of poker during his fraternity life at Amherst and he admits to some extra curricular activities with the students at nearby Smith College (for women).

Mr. Elwood had his first association with utilities in 1915, about the time the Marconi Co. of England was extending its radio empire into the U. S. During that summer vacation he got a job as a construction hand with the Utah Power & Light Co., building lines, dams and other power projects in Utah and Idaho. Young John became a foreman of the crew before the summer's end.

He started his career as a book salesman during the following summer. And here again he was connected, indirectly, with utilities. The book he sold was titled *Public Utilities Reports Annotated.*

His mother's health failed in early 1917 and he was forced to leave college. He returned to Van Hornesville, N. Y., where the family owned a farm, and settled down to support his mother. But he was soon back selling the utilities reports on a regular basis. The work was more remunerative than farm work. He earned $175 monthly on the job, then a goodly sum for such a youth.

That was his situation when he went to General Electric Dec. 17, 1917. For three years his desk was located adjacent to that of Mr. Young's. He considers those years the most valuable in his career. On only three occasion was he not allowed to sit in on all of Mr. Young's business conferences. The three exceptions were calls by J. P. Morgan, C. A. Coffin, chairman of the board of GE, and Gordon Abbot, director of GE.

He was present at the historic conference when President Woodrow Wilson, represented by a group of Naval officers, asked Mr. Young to organize a private corportation to promote and develop radio, not as a commercial venture but as an aid to America in international relations and competition. Mr. Elwood left Mr. Young's office when he was named assistant secretary for GE. And when RCA was organized as a result of the above mentioned conference, he became immediately active in the enterprise. While Mr. Young was the force and guiding spirit behind the new organization, the responsibility for operational details in the GE interests fell to Mr. Elwood. He attended all of the European conferences at which the nations jockeyed for position in the international radio field.

As early as 1920, following one of the European meetings, he was offered the job of secretary of RCA. But under the press of conferences and other work, he did not officially accept the position until early 1922. He served as RCA's first secretary for more than two years during which time he represented the corporation at Washington. He was the first radio man to appear before the Commerce Dept. and urge establishment of a communications commission to direct and control use of the air waves.

In 1923, when RCA acquired the Federal Telegraph Co. of California, Mr. Elwood went to San Francisco as vice president and general manager of that subsidiary. For four years he oversaw the establishment of shortwave communications with China and the Far East. When he took the position he had hoped to be stationed in China. But after four years in San Francisco, and after the communication system was established and working, he began to feel he was losing time. He resigned and returned to New York, where he was named assistant to President M. H. Aylesworth, of the newly organized NBC.

Meets Trammell

It was while he was in San Francisco that Mr. Elwood met a young man named Niles Trammell. During the years 1923-27, Mr. Trammell was working on the West Coast in various capacities for sales and merchandising subsidiaries of RCA. The two men became fast friends. And shortly after Mr. Elwood returned to New York, Mr. Trammell headed east. After their first meeting in Mr. Elwood's NBC office in New York Mr. Trammell began to sell time for NBC and soon was the top salesman in New York office. Shortly afterward when the position of sales manager in the Chicago office was open, Mr. Elwood was instrumental in getting Mr. Trammell the job. Mr. Elwood says he wouldn't tell this story now if Mr. Trammell hadn't already told it publicly himself.

Mr. Elwood's duties as assistant to the president of NBC included, in addition to general executive duties, management of all public affairs programs. This was his first association with radio programming. But little more than a year later, in the spring of 1928, he was named program manager of the network. His interest in programming, however, was confined pretty much to public affairs programs and the network soon brought in another man to handle the entertainment shows. But policies and formats he developed for public service programs in those days are still followed generally by the network today.

On Jan. 1, 1930, Mr. Elwood was named a vice president of the network. A vice president without portfolio, he says. Among his duties, he retained the directorship of public affairs programs —educational, political and religious. The problem facing broadcasters in each of these three classifications at the time, Mr. Elwood says, can best be exemplified by the situation existing with religious programs.

The networks and radio stations had started out by extending time indiscriminately to any church leader who wanted to go on the air. This had brought about a deluge of requests for time.

With the help of outstanding lay leaders of the various faiths, Mr. Elwood worked out the present policy whereby a national organization representing one of the leading religious sects puts a program on the network and maintains, generally, a non-sectarian tone. Similar arrangements are worked out on the local level for local religious programs. Thus all religions are represented on the air fairly equally.

In 1934, after a shuffle in NBC's top management, Mr. Elwood found himself in considerable disagreement and disfavor with the new network heads. The disagreements led, finally, to an open break and he was fired.

"On the record that period looks pretty good for me," Mr. Elwood says. "My employment record says I resigned. And the jobs I held during the following years read nice in *Who's Who.* But I was fired and some of the following years were slim pickings."

On the record, during those "slim pickings" years, he was secretary of the executive committee of the Will Rogers Memorial Commission and the Memorial Fund. He had various public relations jobs during the same time and was eastern manager of the Radio Division of the Republican National Committee.

Return to NBC

Toward the end of 1939, following another shuffle in NBC top management, Mr. Elwood returned to the network. In 1940 he was named manager of the network's international division. In this capacity he was instrumental in building up America's shortwave propaganda offensive against Axis-Europe when war came. He raised NBC's international broadcast hours to 20 a day, in 11 languages, and doubled the power of the company's shortwave transmitters. He later increased the broadcasts to 24 hours daily in 18 languages. These broadcasts were conducted in cooperation with the Rockefeller Institute and the Office of Coordinator of Information.

In May 1942 he was transferred to San Francisco as general manager of KPO, now KNBC. When he took it over the station was as much a U. S. war weapon as a local commercial venture and he operated it accordingly. He maintained a 24-hour daily program schedule. He made his station the focal point of shortwave communications in the Pacific War.

He managed the building and operation, for OWI, of a new shortwave plant near Dixon, Calif. One of the station's four 50 w transmitters was stepped up toward the end of the war to 200 kw, making it the highest powered shortwave facility in the U. S.

Under his direction, KPO conducted many public service programs unequalled by any other station in the country. A 24-hour bond-sale marathon, conceived by Mr. Elwood and emceed by Eddie Cantor, sold more than $40 million worth of bonds, a national record.

Top Interest Is People

Mr. Elwood, on his 54th birthday, is a quiet, round-faced man with almost sad brown eyes framed by dark, horn-rimmed glasses. He is given to wearing grey, double-breasted suits with colorful, but not loud, ties. He is a modest executive who refuses to take himself or anyone else too seriously. His main interest is people.

His home in Palo Alto, a San Francisco Peninsula suburb and home of Stanford U., is a large friendly house set amidst wide green lawns and trees. He lives there quietly with his second wife, the former Lena May Penrose, whom he married in 1931, and his two sons, John Jr., 17, a Stanford freshman, and Niles Trammel Elwood, 16, at Palo Alto High.

A daughter of his first marriage, Mrs. Darius Franche, lives in Chicago.

After 31 years in radio, Mr. Elwood feels sure that AM broadcasting is here to stay. He is one of the school of thought that television will have a great effect on radio; will force many changes in radio operation, but will never replace, nor even seriously hurt, radio. He will be engaged in television work soon when KRON-TV, NBC's San Francisco affiliate, goes on the air.

In addition to his radio work and home life, Mr. Elwood is president of the Downtown Assn. of San Francisco, member of the California State Youth Committee, member of the management committee of the California PTA, associate dean of the NBC-Stanford Radio Institute, vice president of the San Francisco Safety Council, president of the Northern California Alumni Assn. of Amherst, member of the executive committee of the Better Business Bureau, and a member of the Bohemian, Rotary, San Francisco Press and Advertising Clubs. He is a Mason, a Republican and a Universalist.

His philosophy of life, also gained through association with Mr. Young: Always retain the long range view and never allow immediate difficulties to becloud the ultimate goal.

His philosophy on running a radio station: A local station should serve its community. It should never be a voice directed at the community but rather the voice of the community speaking out in behalf of the citizens of the community.

A Service of Broadcasting Newsweekly

TELECASTING

JULY 18, 1949

TV ALLOCATIONS

Long, Tedious Hearings Foreseen

By RUFUS CRATER

THE PROSPECT of long and tedious hearings loomed last week out of industry's first reactions to the FCC plan, released Monday, to open up 42 UHF channels and provide spectrum space for over 2,245 television stations in more than 1,400 U. S. Metropolitan districts and communities.

The projected tenfold increases in potential TV cities, envisioned in the Commission's combined VHF-UHF channel allocation plan, was part of a seemingly all-inclusive proposal which FCC set for hearing starting Aug. 29, although postponement seemed almost inevitable.

The allocation plan would employ the present 12 VHF channels basically for wide coverage in metropolitan areas, using the new UHF channels to supplement VHF and to serve smaller areas. No city would have more than the present maximum of seven channels, and with three exceptions currently outstanding authorizations would not be altered *(see separate story with complete allocation table and possible Canadian, Cuban and Mexican assignments, starting this page)*.

The Commission served notice that it expects anyone with "relevant information" to present data on color television in the hearing, and also injected the question of television patents—subjects which have been particularly worrisome to the Senate Interstate & Foreign Commerce Committee in its close watch on FCC affairs.

Freeze Lifting Delay Seen

The scope of FCC's undertaking and the virtual certainty of lengthy hearings left observers with scant hope that the current TV licensing freeze could be lifted before late winter or early spring. Meanwhile the Commission called for a voluntary industry freeze on the filing of new or amended applications. A "reasonable period" will be allowed for filings before licensing is ultimately resumed, FCC promised.

In its 73-page answer to the engineering and allied problems which have harried television for months, the Commission proposed many departures apart from the vastly expanded table of allocations. Fundamentals include:

● Opening up of 42 six-megacycle UHF channels starting at about 470 or 500 mc, to be numbered 14 through 55, with 46-55 designated as community channels for assignment generally to communities not covered in the allocations table and not located within a metropolitan district.

● Reservation of the rest of the UHF TV region—about 23 or 28 six-megacycle channels—for experimental television.

● Use of VHF transmission standards for UHF.

● Construction of the allocations table on the assumption that maximum power ultimately will be used by each station.

● Establishment of 100 kw at 500 feet as maximum power for VHF channels (it's now 50 kw); 200 kw as maximum for UHF metropolitan stations, and 20 kw for community outlets. Minimum would be 10 kw for metropolitan stations; 5 kw for community.

● Each community or metropolitan district in the allocations table to be regarded as a "basic service area" and protected against outside interference whether it has a station or not.

● Increase in VHF co-channel separations from 150 miles to approximately 220, and in adjacent-channel spacings from 75 to 110; in UHF, 200 miles co-channel and 100 adjacent channel for metropolitan stations; for UHF community channels specified in allocations table, 140 miles co-channel and 60 miles adjacent-channel.

● No assignments to be made unless the proposed station would cover its "entire community" or "entire metropolitan district" with a signal of at least: 2,500 microvolts and preferably 5,000 microvolts for Channels 2-6; 3,500 and preferably 7,000 microvolts in the case of Channels 7-13; and 5,000 (preferably 10,000) microvolts if it's on Channels 14-55.

● Synchronization and off-set carrier operations to be encouraged as means of extending service areas and improving reception; directional antennas to be permitted in "appropriate cases"; but none of these to be allowed for purposes of "shoe-horning" additional assignments into the allocations plan.

● Adoption of decibel standard of measurement, with accompanying increase in co-channel desired-to-undesired signal ratio (Grade A) from 100:1 to the equivalent of 560:1.

● Establishment of a system of priorities on which allocations changes would be based (text of priorities schedule on this page).

● Virtual deletion of rural-station classification, but with other provision to be made for "wide-coverage stations located at high elevations."

● Horizontal power increases for all stations will be considered "from time to time."

● Tropospheric propagation curves and departures from present curves to provide corrections for irregular terrain will be adopted, utilizing detailed studies made by Ad Hoc Committee and FCC staff.

● Occasional long-distance propagation via Sporadic E is recognized but no provision is made to protect stations against it, on grounds that protection could be accomplished only by severely limiting the number of stations on the channels involved.

The Commission set up its proposal in terms of a new start toward solution of the TV problem. The VHF reallocation of May 1948 and related proceedings, on which extensive hearings were held last year, were withdrawn. FM was specifically excluded. If FM changes appear necessary, FCC said, separate proceedings will be held. Participants in prior TV considerations, like everyone else,

(Continued on page 45)

PRIORITIES

For High-Band TV Service

THE PRIORITIES on which FCC said it based its proposed VHF-UHF television channel reallocations (page 44), and which would govern future changes in the allocation table, are as follows:

Priority No. 1—To provide at least one television service to all parts of the U. S.

Priority No. 2—To provide each community with at least one television broadcast station.

Priority No. 3—To provide a choice of at least two television services to all parts of the U. S.

Priority No. 4—To provide each community with at least two television broadcast stations.

Priority No. 5—Any channels which remain unassigned under the foregoing priorities will be assigned to the various communities depending on the size of the population of such community, the geographical location of such community, and the number of television services available to such community from television stations located in other communities.

"Community," FCC explained, means only those which had at least one AM, FM or TV authorization as of July 1. Not all of these were covered in the allocation table, but FCC said it was contemplated they would utilize community channels.

DISCUSSING radio and television problems affecting National Council of Catholic Men are members of organization's radio executive committee. The committee, meeting in Washington, D. C., July 1-2, selected speakers for *The Catholic Hour* (NBC), *The Hour of Faith* (ABC) and *Faith in Our Time* (MBS). L to r: Frank Pellegrin, Transit Radio, Chicago; Hugh M. P. Higgins, WMOA Marietta, Ohio; the Rt. Rev. Msgr. John J. Russell, Church of the Nativity, Washington; Emmet A. Blaes, NCCM president; the Rev. John J. Cassels, committee's speech consultant; Robert J. McAndrews, Southern California Broadcasters Assn., and the Rev. Wilfrid Parsons, S. J., contributing editor, *America* (magazine).

UHF-VHF CHANNELS

New FCC Proposals

FCC's PROPOSED new UHF-VHF channel allocation table, reproduced below, provides for some 2,245 television stations in approximately 1,400 communities which had a 1940 total population of approximately 69,000,000 (Census Bureau figures). It includes 1,702 UHF assignments in 1,179 areas and 543 VHF assignments in 221 areas, according to unofficial FCC tabulations. Approximately 115 communities would have both VHF and UHF channels.

By comparison FCC's original VHF allocation—the one still in effect today—covered only the 140 major markets, providing for about 405 stations. The May 1948 proposal to expand the VHF table, now withdrawn, covered 461 areas and provided for more than 900 stations.

VHF to Large Cities

Generally, under the new proposal, VHF channels go to larger metropolitan centers. UHF would be used supplementally, and for service in smaller area. The assignments of only three currently authorized stations would be altered: WSYR-TV Syracuse, WHTM Rochester and WXEL Cleveland. Each would get another VHF channel. The allocations for U.S. possessions, also shown below, involve VHF exclusively.

FCC also released a schedule of assignments "which might be made" in Canada, Mexico, and Cuba. These were disclosed "only for illustrative purposes and to show the effect on the proposed U. S. allocation table." But they were assumed to be much more than that. It was understood that the Canadian list, at least, was worked out largely with the assent of Canadian officials.

The Canadian schedule employs both VHF and UHF channels; those for Mexico and Cuba, VHF alone. FCC proposed to recommend "that the State Dept. request the Canadian, Mexican and Cuban governments to enter into formal agreements as soon as possible." These lists also are reproduced below, following the U. S. tables.

Among the 10 major markets, four would get UHF as well as VHF channels. These are Philadelphia, Detroit, Pittsburgh, and Cleveland. New York (including Newark), Chicago and Los Angeles would have seven VHF channels each, as in the original plans. Boston would have four VHF channels as compared to five in the original allocation and four in the one that was withdrawn. San Francisco-Oakland's allocation would remain unchanged at six VHF channels. St. Louis would gain one for a total of six.

Channels 46-55 would be "community channels." FCC proposes that they be assigned, with specific exceptions, "only in those communities which are not part of a metropolitan district . . . and to which no assignment has been made in the allocations table."

The specified exceptions are nine communities which "are located at such a distance from the principal city [of their metropolitan district] that a better coverage of the metropolitan district results if a separate assignment is made to such communities." These are listed as Waukegan, Ill.; Gary, Ind.; Annapolis, Md.; Brockton, Mass.; Pontiac, Mich.; Asbury Park and New Brunswick, N. J., and Uniontown and Greensburg, Pa. However, the table proposes community assignments for at least two others: Dover, Del., and Port Huron, Mich.

Generally, a channel allocated to a metropolitan district (Census Bureau's definitions are used) would be available to any community within the district. Any channel allocated to a community not located within a metropolitan district would also be available to any other community not located within a metropolitan district but within 15 miles of the community to which the channel is allocated.

In the tables below, channels 2-13 are the present VHF channels; Nos. 14-55 are new UHF channels, which would start at about 470 or 500 mc. Where community channels are assigned, they are designated "(c)". In drawing up the allocations and the standards on which they were based, the Commission relied heavily upon the propagation studies of the FCC-industry Ad Hoc Committee which worked on the project for months, as well as the computations and other technical work carried on by its own engineering staff.

CITY BY CITY LISTING OF TELEVISION ALLOCATIONS

	Channel No.	Pop. in Thousands
Alabama		
Alexander City	17	7
Andalusia	26	7
Auburn	33	5
Birmingham	4, 6, 13	408
Brewton	15	3
Clanton	27	4
Decatur	41	17
Demopolis	14	4
Dothan	45	17
Enterprise	39	4
Eufaula	3	6
Florence	43	15
Gadsden	44	37
Greenville	43	5
Huntsville	26	13
Jasper	20	7
Mobile	5, 8, 11, 13	115
Montgomery	7, 10	94
Opelika	31	8
Selma	30	20
Sheffield	45	8
Talladega	35	9
Tuscaloosa	23	27
Troy	21	7
ARIZONA		
Ajo	19, 21	1
Bisbee	19, 21	6
Buckeye	39	1
Casa Grande	24	1
Clarkdale	43, 45	3
Clifton	30	3
Coolidge	35, 37	2
Douglas	15, 17	9
Flagstaff	9, 11, 14, 16	5
Ft. Huachuca	38	1
Granado	15	1
Grand Canyon	40	0.6
Globe	22	6
Holbrook	27, 29	1
Hayden	28, 44	2
Jerome	36	2
Kingman	6, 29, 35	2
Mesa	31, 33	7
Miami	26	5
Morenci	32	3
McNary	34	2
Nogales	23, 25	5
Parker	38	1
Phoenix	2, 4, 5, 8, 12, 15, 17	121
Prescott	23, 25	6
Safford	36	2
St. Johns	38	1
San Simon	40	0.7
Superior	42	4
Tombstone	29	0.8
Tucson	3, 6, 7, 10, 14, 16	37
Wickenburg	41	1
Williams	30	3
Winslow	18, 20	5
Yuma	9, 13, 30, 32, 34	5
ARKANSAS		
Arkadelphia	15	5
Batesville	20	5
Blytheville	44	11
Camden	42	9
Conway	24	6
Crossett	26	5
El Dorado	34	16
Fayetteville	31	8
Forrest City	16	6
Fort Smith	16, 18	37
Harrison	26	4
Helena	14	9
Hope	22	7
Hot Springs	44	21
Jonesboro	23, 25	12
Little Rock	2, 5, 7, 11	127
Magnolia	20	4
Malvern	28	5
Morrilton	17	3
Newport	37	4
Paragould	18	7
Paris	39	3
Pine Bluff	38, 40	21
Pocahontas	34	3
Rogers	33	4
Russellville	21	6
Siloam Springs	42	3
Springdale	45	3
Stuttgart	33	6
Texarkana	6, 25, 27	12
West Helena	27	3
CALIFORNIA		
Alturas	24	2
Arcata	30	2
Arroyo Grande	32	1
Bakersfield	10, 14, 16	29
Banning	23	4
Barstow	25	2
Blythe	26	2
Brawley	20	12
Bridgeport	43	0.4
Calipatria	28	2
Calexico	22	5
Chico	12, 36	9
Coalinga	41	5
Colton	39	10
Corona	35	9
Crescent City	45	1
Delano	38	5
Dinuba	29	4
El Centro	18	10
Escondido	41	5
Eureka	14, 16, 28	17
Fillmore	28	3
Ft. Bragg	24	3
Fresno	8, 12, 15, 17	98
Grass Valley	19	6
Hanford	19	8
Hollister	20	4
Indio	31	2
Independence	33	0.3
Inyokern	43	3
Laguna Beach	33	4
Lakeport	33	1
Lancaster	45	2
Lodi	21	11
Lompoc	42	3
Los Angeles	2, 4, 5, 7, 9, 11, 13	2,904
Merced	24	10
Modesto	26	16
Mojave	29	2
Monterey	18	10
Mt. Shasta	23	2
Napa	29	8
Needles	24	4
Oceanside	27	5
Oroville	27	4
Oxnard	22	9
Placerville	34	3
Pacific Grove	43	6
Palm Springs	44	3
Paso Robles	25	3
Petaluma	3	8
Porterville	31	6
Portola	41	2
Red Bluff	25	4
Redding	18, 42	8
Redlands	29	14
Riverside	19, 21	33
Sacramento	6, 10, 38, 40	159
Salinas	30	12
San Bernardino	13, 17	44
San Diego	3, 6, 8, 14, 16	256
San Francisco/ Oakland	2, 4, 5, 7, 9, 11	1,428

(Continued on page 47)

CAGERS FOR TV

Pro Loop Sees No Harm From Radio, Video

DECIDING that television will not hurt the gate, the American Basketball League will make its games available for radio and television this coming season.

Leonard F. Winston, radio and TV representative of the league in New York, announced that the eight-city loop will be offered as a package for the first time to home listeners and viewers. At the same time, he also announced that the All-American Amazons, girls cage team sometimes called "Glamazons," will be offered as a radio and TV buy.

Mr. Winston said that after much speculation as to whether or not to permit telecasts of the games, it finally was decided that television might help rather than hurt the gate in the long run.

He said management of the teams concluded that since radio had helped to popularize sports and increase gates, television might do the same. He was prepared to see at first a decrease in box office due to television but expected the long-range result to be greater popularity for the sport and bigger gates.

He further reasoned that the big basketball public has not been fully aware of the superiority of pro-games in that sport. When the public is so aware, perhaps educated to such awareness by television, paid attendance will increase, he believes.

The ABL, oldest pro circuit in basketball, comprises teams from New York, Hartford, Bridgeport, Paterson, Trenton, Philadelphia, Scranton and Wilkes-Barre. A 21-week schedule for all teams has been planned, in addition to playoffs. The Amazons, who have played through the East, Midwest and South, are lining up a season of approximately 30 games.

WITH part of New York City skyline in background, new WOR-TV New York transmitter rises off Palisades (foreground) at North Bergen, N. J. Site of the transmitter is 240 ft. above the Hudson River, and the 760-ft. tower rises to within 200 ft. of Empire State Bldg. height (in background, r). Station plans to go on the air on Channel 9 (186-192 mc) in late summer.

TV Allocations

(Continued from page 43)

must file anew to be eligible for this one.

Aug. 8 was set as deadline for comments. FCC said they must be "clear and specific" and "accompanied by supporting engineering statements." It seemed an impossible assignment to industry engineers. Within 18 hours the Washington consulting firm of Kear & Kennedy had asked that the deadline be postponed to Sept. 11 on grounds that 60 days is the minimum for preparation of "reasoned comments and criticisms."

Authorities thought it likely that some additional time would be allowed. In that case the other dates set by FCC—Aug. 19 for answers to comments and Aug. 29 for the hearing—probably would be delayed accordingly.

Estimates of the likely length of the hearing ranged from two weeks to two months. It will be held before the Commission *en banc*, which then will adopt standards and rules, including a new allocation table.

Private engineers' first reaction to the FCC plan was generally hostile—in some cases bitterly so. There were charges that the Commission is acting as though UHF operations are an accomplished fact; that it mixed UHF and VHF channels in an unnecessary number of areas; that it arbitrarily moved VHF channels out of communities where they could be used even under the proposed standards, and that, in summary, it was not acting realistically.

The question of UHF equipment —when will it be ready—was raised on all sides. Estimates of its availability ranged from one year to several. ABC authorities felt several years will pass before the new band can be effectively utilized. Other networks, and manufacturers, maintained silence, at least for the moment.

Radio Mfrs. Assn. officials, however, generally regarded the plan as a step in the right direction. But they noted that RMA's formal position will not be reached until after a thorough study by its Television Committee, which will meet within the next two weeks for that purpose.

Chairman Edwin C. Johnson (D-Col.) of the Senate Interstate Commerce Committee, who has taken keen interest in television allocations, said he was "well satisfied" with FCC's proposals after a preliminary study of them, and thought they formed "a good-sized step" in the right direction.

Aside from the voluminous allocations table and proposed changes in rules and standards, FCC made provision for the hearing to include testimony on (1) color TV; (2) Bell Telephone Labs' proposal that 470-500 mc be allocated to multichannel broad band common carrier mobile operations, on the outcome of which will depend the starting point of the UHF TV channels; (3) "Polycasting," a plan for a large number of low-power UHF stations as advanced by Engineers Raymond M. Wilmotte and Paul A. DeMars [BROADCASTING, Dec. 6, 1948]; (4) Stratovision, the airborne system developed by Westinghouse and Glenn L. Martin Co.; and (5) the need for UHF space for noncommercial educational TV stations, for which Comr. Frieda B. Hennock said FCC itself should have made reservation.

Hearing Show-Cause for 3

For the three existing TV permittees whose assignments would be changed by the reallocation—to accommodate nearby Canadian allocations—the hearing will also be a show-cause proceeding. They are WSYR-TV Syracuse, which FCC proposed to move from Channel 5 to Channel 3; WHTM Rochester, from 6 to 5; and WXEL Cleveland, from 9 to 11.

The Commission reiterated that changes in transmission standards —including provision for color— will be considered only if the channel width will remain at 6 mc, and if existing TV sets may be converted or adapted "simply by making relatively minor modifications."

Without referring specifically to CBS or RCA, principal antagonists in the 1946-47 color hearings, the Commission said "persons with relevant information, especially those who have heretofore supplied information concerning color television or have demonstrated experimental color operation to the Commission," should file color proposals and come prepared to present evidence.

CBS has made clear, in a letter to Sen. Johnson, that it intends to present its color information to FCC in the hearings (see story page 29).

Color subjects on which FCC asked for data were "color breakup, flicker, color fringing, image registration, color fidelity, picture brightness, camera light efficiency, definition, field tests, and details with respect to modification of transmitters and receivers. . . ."

This provision reportedly was inserted at the insistence particularly of Comr. Robert F. Jones, the Commission's most outspoken advocate of early color.

FCC also called for information on patents from all participants in the hearing who own or have the right to sublicense any relating to "operations or equipment specifically called for by the transmission standards proposed herein, or which are proposed by other persons during this proceeding." FCC asked for the number of each patent, and its pertinent claims.

Sets Up 3 Grades

Three grades of television service would be set up in terms of decibels. For Grade A the permissible co-channel interference ratio, desired to undesired signal, would be 55 decibels (equivalent of a ratio of 560:1) for 90% of the time at 90% of the locations; for Grade B, 46 decibels (200:1) for 90% of the time at 70% of the locations; for Grade C, 40 decibels (100:1) for 90% of the time at 50% of the locations. For adjacent channels it would be 20 decibels for Grade A, 12 for Grade B, and 6 for Grade C.

Median field intensities required for service would also be expressed in decibels as follows (with microvolts per meter shown in parentheses):

Grade	Channels 2-6	Channels 7-13	Channels 14-55
A	74 db (5,000)	77 db (7,000)	80 db (10,000)
B	68 (2,500)	71 (3,500)	74 (5,000)
C	47 (220)	56 (362)	62 (1,264)

On this basis FCC proposed:

Each . . . station shall render Grade A service whenever technically feasible, but in no event less than Grade B service, to the entire community or the entire metropolitan district, and such entire community or metropolitan district shall constitute a station's basic service area. No television station will be authorized either before or after a hearing which . . . does not render service as above specified and the engineering proposal of which precludes operation with maximum power consistent with the rules contained herein.

. . . No station will be authorized either before or after a hearing which . . . will reduce the basic service area of an existing station (at its authorized site) or of a station provided for in the allocation table (at an assumed site in the geographical center of its community), operating with maximum power. Reduction of Grade C service area, or of Grade B or Grade A service areas beyond the basic service area of an existing station . . . or of a station provided for in the allocation table, operating with maximum power, . . . will be permitted only if the loss in services does not violate any of the priorities [on which the allocation table was based] and that the new service created is of a higher priority than the service area being reduced. [The priorities relate to the establishment first of service to all parts of the U. S., then a station for each community, and then a choice of services and stations. For text, see page 43].

FCC conceded that "it may require several years for some stations to reach their maximum powers." But the allocations table assumes maximum power in each case, it was explained, "in order to make sure that the public will receive the maximum television service possible."

Changes in the table would be permitted "only upon a showing that the allocation proposed will be able to utilize maximum power and without resulting in any reduction in the basic service area . . . of existing stations . . . or of stations specified in the allocation table . . . operating with maximum power."

FCC agreed that directional antennas would be useful in "certain situations"—to permit utilization of a particular site, for example, or to improve general service. But its allocations table specifically provides for their use in only two instances: by WGAL-TV Lancaster, Pa., and WDEL-TV Wilmington, Del. In these cases, it was explained, directionalized operations will permit ultimate use of increased power.

WOW-TV TESTS

Plans Sept. 1 Opening

REGULAR transmission of test patterns was begun by WOW-TV Omaha last Monday (July 11), the station has announced. Patterns are aired from 10 a.m. to 12 noon and 2 p.m. to 4 p.m. weekdays. Omaha's first television signal was aired at 9:45 p.m. July 1, when WOW-TV transmitted its first engineering test pattern.

Mr. Gillin

John J. Gillin Jr., president and general manager of Radio Station WOW Inc., "pressed the button" which turned the transmitter on for the first time. Broadcast of the television ceremony was carried by the AM outlet, WOW, on the *WOW-TV Forum* program, sponsored by the Nebraska-Iowa Electrical Council.

WOW-TV is to begin regular service Sept. 1 on Channel 6 (82-88 mc). Station has signed a basic agreement to carry the full NBC program schedule, according to Mr. Gillin. Supplemental agreements permitting WOW-TV to carry ABC, CBS and DuMont filmed network programs are to be signed in the near future, Mr. Gillin said.

WOW-TV will telecast the local home football games of the U. of Nebraska and "some local programs and newscasts," Mr. Gillin said, adding that the station plans to start "with at least a 28 hour-per-week schedule."

Joe Herold, manager of television for WOW-TV, said the test patterns have been "highly satisfactory."

COMPLETING arrangements for telecasting 11 USC-UCLA 1949 home football games on KECA-TV (ABC) Hollywood are (l to r): R. J. McNeely, general sales manager, Hoffman Radio Corp., the sponsoring firm; Willis O. Hunter, USC director of athletics; Frank Samuels, ABC Western Division vice president; Wilbur C. Johns, UCLA director of athletics. Station, which will be on Channel 7, goes on air with UCLA-Oregon State game Sept. 16.

TV MUSIC

Per Program Clause Urged By NAB Board

NAB'S Television Music Committee was urged by the NAB board to continue discussions looking toward inclusion of a per program clause in ASCAP video contracts. The board action was taken Wednesday during its three-day meeting at Portsmouth, N. H. (see board story page 23).

The board endorsed negotiating work of the committee after hearing a progress report by the committee chairman, Robert P. Myers, NBC assistant general counsel.

Chief issue at this time is the committee's desire to obtain a per program deal to supplement the blanket contract proposal for television. ASCAP contends it loses money on per piece contracts and points to the difficulty of policing, Mr. Myers reported. He said ASCAP feels the present per program AM rate does not bear a reasonable relation to the blanket deal because the percentages are too low on commercial and sustaining uses. ASCAP claims some stations pay a sustaining rate on an AM noncommercial program which has adjacent spot announcements on both ends.

The blanket deal agreed on by the NAB and ASCAP negotiators is the same as the AM rate plus 10%. The same deductions prevail. The TV network wire line deduction is limited to 25% of net receipts after deduction for the first two years, 20% for the next two and 15% for the fifth year.

Mr. Myers reported to the board that a majority of broadcasters contacted by the NAB committee feel that the blanket rate is as good as can be expected. Special use fees, the deletion of which was demanded by the Committee, are eliminated, he said. Both parties hope to agree soon on a definition of dramatic uses, he said.

One of the tough problems the negotiators can't solve is what to do about retroactivity in arriving at a per program deal, since it is practically impossible to check back to Jan. 1. The present temporary TV licenses are based on retroactivity to the first of the year once a final solution is reached.

When the complete TV deal is arrived at by the negotiators, ASCAP's committee will report back to its board. TV stations then will be offered the rates agreed on by negotiators. The contracts will run for three to five years from last Jan. 1.

N.Y. AUDIENCE

Loewi Sees TV Dominance

TELEVISION'S audience is growing so rapidly that by fall the audience for video entertainment in the New York metropolitan area will equal that for radio's top programs, Mortimer W. Loewi, director of the DuMont Television Network, declared Friday.

His statement, he said, was based on a study made by the network's research department showing that in October, when radio's top programs are back on the air, they will be received in some 400,000 homes in the New York area, and that an equal number of homes will at the same time be watching video programs.

"Actually," Commdr. Loewi explained, "these television programs which are viewed at the same time as radio's 'Top Ten' will have a much larger audience than the radio shows they are competing with for the simple reason that there will be about twice as many television viewers per home as there will be radio listeners per home."

Major Markets Lag

He added that the DuMont study shows the country's 10 major markets—accounting for a third of the U.S. retail sales—lagging less than eight months behind the New York area in the degree of TV saturation.

Using a chart prepared by DuMont statisticians, Commdr. Loewi pointed out that from January 1948, when the Top 10 radio programs had an average share of the New York City radio-TV audience of 48.05% while the TV programs opposite them had only 1.04%, the TV line has risen, the Top 10 line declined, with the two converging this coming October when each will have 28% of the audience. If these trends continue, he noted, these top radio shows will have only 12% of the New York area audience, while the video programs on at the same time will have 55.8% [by 1952].

"But obviously," Commdr. Loewi observed, "the economics of modern business and advertising will change the picture long before 1952. Once the cross-over point is passed this fall and television begins to draw a larger audience than radio's Top 10 in the New York City area, advertisers financing these expensive programs will abandon them, an eventuality that will accelerate TV's ascendency and radio's decline.

"This is especially true," he added, "because Hooper has discovered only 1.9 adults listen to a radio set when it's tuned to the Top 10, whereas 3.4 adults sit before a television screen viewing the program on the air at the very same time. That means that even in October, when TV reaches the cross-over point, it will have about 80% more viewers in New York City than radio's Top 10 have listeners at the very same time."

Noting that increases in TV ownership similar to those in New York are occurring in other major cities. Commdr. Loewi revealed the following estimates of TV homes as of the end of this year. He pointed out that recent sales necessitated a revision of earlier estimates on which the chart was based, so that the estimate of 771,000 for the New York area has been raised to 986,000 in the new estimate.

Television Homes in the Top Ten Markets as of Dec. 31, 1949
(DuMont Estimates)

New York	986,000
Chicago	250,000
Los Angeles	212,000
Philadelphia	212,000
Detroit	113,000
Boston	150,000
San Francisco	84,000
Pittsburgh	76,000
Cleveland	100,000
St. Louis	62,000
TOTAL	2,246,000

Long-Distance TV

TWO television stations, KLEE-TV Houston and KDYL-TV Salt Lake City, have received reports of long-distance reception of their signals. KDYL-TV, which previously had reported being picked up in Duncan, Okla., last week said a viewer in Fort Smith, Ark., 1,100 miles from the Utah capital, had picked up a KDYL-TV program. Gray's Radio Service in Duncan said it was able to hold the KDYL-TV picture and sound for 15 minutes, using a 10-inch Hallicrafter T-67 with Masco booster. In London, Ont., R. V. Holley watched a KLEE-TV telecast from 11 p.m. to 1 a.m., when the station signed off. London is 1,400 miles from Houston. KLEE-TV is on Channel 2 (54-60 mc) and KDYL-TV is on Channel 4 (66-72 mc).

WBKB (TV) STAFF

'Retrenchment' Releases 12

TWELVE persons were released at WBKB (TV) Chicago last week in what station officials termed a "retrenchment" and "temporary move." Each employe was laid off for the summer months only, according to Promotion Manager Sterling Quinlan, because of slack business conditions and clearance of schedules for the advent of CBS-TV programming in late fall.

Those released represent approximately 10% of the Balaban & Katz theatre chain's video staff. They will be recalled in the fall after a detailed working agreement on programs and time has been negotiated with the network. Although WBKB plans to carry many New York originations via the cable, time will remain open for locally-sponsored shows, Mr. Quinlan said.

CBS PROGRAMMING

Yourd, Leeds Named

APPOINTMENT of Kenneth L. Yourd and Martin Leeds to the newly created posts of director and associate director of CBS program operations, Hollywood, was announced last week by James Seward, network vice president in charge of operations.

Mr. Yourd

Mr. Yourd, the new director, has been an attorney in the CBS legal department since April 1941, and will assume responsibility for the business and operating phases of the network's Hollywood program activities.

Currently business manager of network's program department in Hollywood, Mr. Leeds will be responsible for negotiating talent and package program contracts for both television and radio.

UHF-VHF Channels

(Continued from page 44)

	Channel No.	Pop. in Thousands
San Luis Obispo	21	9
San Jose	35, 37, 39	129
Santa Barbara	24, 26	35
Santa Cruz	14, 16	17
Santa Maria	44	9
Santa Paula	18	9
Santa Rosa	17	13
Scotia	37	1
Sonora	32	2
Stockton	42, 44	79
Susanville	22	2
Taft	36	3
Trona	40	2
Tulare	23	8
Turlock	28	5
Ukiah	20	3
Ventura	30	13
Victorville	37	3
Visalia	27	9
Wasco	34	5
Watsonville	22	9
Weaverville	39	0.7
Westwood	45	5
Willits	43	2
Willows	31	2
Yreka	11, 13	2
Yuba City	15	5
COLORADO		
Alamosa	12, 31	6
Boulder	41, 43	13
Burlington	15	1
Canon City	28	7
Cheyenne Wells	39	0.7
Colorado Springs	20, 24	37
Cortez	18	2
Craig	26	2
Del Norte	33	2
Delta	25	4
Denver	2, 4, 5, 7, 9	384
Durango	14	6
Ft. Collins	33, 35	12
Ft. Morgan	25	5
Glenwood Springs	30, 36	2
Grand Junction	15, 17	12
Greeley	29, 31	16
Gunnison	19	2
Hugo	38	1
La Junta	16	7
Lamar	19	4
Leadville	32	5
Limon	22	1
Longmont	45	7
Las Animas	14	3
Loveland	27	6
Meeker	42	1
Montrose	27	5
Oak Creek	34	2
Ouray	38	1
Pagosa Springs	16	2
Pueblo	3, 6, 8, 10	62
Rocky Ford	42	3
Saguache	40	1
Salida	44	5
San Luis	23	1
Silvertown	29	1
Springfield	25	1
Steamboat Springs	39	2
Sterling	34	7
Trinidad	18, 21	13
Walden	37	0.6
Walsenburg	26	6
Wray	38	2
Yuma	17	2
CONNECTICUT		
Bridgeport	14, 16	217
Hartford-New Britain	30, 32, 34	502
New Haven	6, 20, 22	308
Waterbury	24, 26	145
DELAWARE		
Dover	47 (c)	6
Wilmington[1]	7, 30, 32	189
DISTRICT OF COLUMBIA		
Washington	4, 5, 7, 9, 33	908
FLORIDA		
Apalachicola	44	3
Belle-Glade-Chosen	26	4
Clearwater	43	10
Crestview	18	2
Cross City	24	2
Daytona Beach	32, 34, 36	23
Deland	19	7
Everglades	40	0.6
Fort Lauderdale	30, 32	18
Fort Myers	35, 37	11
Fort Pierce	39	8
Gainesville	14, 16	14
Hollywood	34	6
Jacksonville	2, 4, 5, 8, 10	173
Key West	19, 21	13
Lake City	26	6
Lakeland	33	22
Lake Worth	27	5
Leesburg	27	5
Mariana	37	5
Melbourne	15	3
Miami	2, 4, 5, 8, 10, 12	172
Ocala	38	9
Orlando	21, 23, 25	37
Palatka	40	7
Palm Beach	24	4
Panama City	14, 16	12
Pensacola	20, 22, 24	37
Perry	22	3
Plant City	31	7
Quincy	19	5
Sebring	17	3
St. Augustine	42, 44	12
St. Petersburg-Tampa	3, 6, 7, 9, 11, 13	210
Sanford	29	10
Sarasota	20	11
Sulphur Springs	45	5
Tallahassee	12, 28	16
West Palm Beach	14, 16, 18, 22	34
Winter Haven	41	6
GEORGIA		
Albany	42	19
Americus	20	9
Athens	21, 23	21
Atlanta	2, 5, 8, 11, 32, 34	302
Augusta	6, 12, 17	66
Bainbridge	9	6
Brunswick	37, 39	15
Cairo	6	5
Cartersville	39	6
Cedartown	19	9
Columbus	36, 38, 40	53
Cordele	13	8
Dalton	25	10
Dawson	25	4
Douglas	30	5
Dublin	43	8
Fitzgerald	27	7
Gainesville	15	10
Griffin	29	13
Jessup	35	3
LaGrange	22, 24	22
Macon	14, 16, 18	58
Milledgeville	26	7
Moultrie	15	10
Rome	42	26
Savannah	3, 9, 11	96
Statesboro	19	5
Thomasville	32, 34	13
Thomson	41	3
Toccoa	27	5
Valdosta	17	16
Waycross	21, 23	17
IDAHO		
Aberdeen	43	1
Arco	28	0.5
Blackfoot	33	4
Boise	2, 4, 5, 7	26
Bonners Ferry	31, 33	1
Buhl	44	2
Burley	24	5
Caldwell	35, 37	7
Cascade	18	1
Challis	26	0.6
Coeur d'Alene	9, 12, 41, 43	10
Council	31	0.7
Diggs	39	1
Dubois	31	0.3
Gooding	22	3
Grangerville	45	2
Idaho Falls	3, 6, 19, 21	15
Kellogg Wardner	16	4
Ketchum	36	1
Lewiston	32, 34	11
Mackay	38	0.8
Malad City	45	3
Montpelier	26	3
Moscow	21	6
Mountain Home	39	1
Nampa	9, 12, 23, 25	12
Orafino	36	2
Pocatello	8, 10, 35	18
Preston	15, 17	4
St. Anthony	41	3
St. Maries	18	2
Salmon	15	2
Sandpoint	20, 22	4
Shoshone	14	1
Soda Springs	37	1
Twin Falls	11, 13, 16	12
Wallace	39	4
Weiser	27, 29	4
ILLINOIS		
Aurora	41, 43	47
Bloomington	26	33
Cairo	15	14
Carthage	10	3
Centralia	24	16
Champaign	15	23
Chicago	2, 4, 5, 7, 9, 11, 13	3,397
Clinton	38	6
Danville	19	37
Decatur	34, 36	59
Elgin	20	38
Galesburg	21	29
Harrisburg	32	11
Herrin	37	9
Jacksonville	23	20
Joliet	24	42
Kankakee	30	22
Kewanee	16	17
La Salle	33	13
Lincoln	44	13
Litchfield	29	7
Metropolis	22	6
Moline-Rock Island-Davenport	4, 5, 42	175
Mt. Carmel	35	7
Mt. Vernon	27	15
Peoria	6, 12, 31	105
Quincy	18, 30	40
Rockford	27, 29	85
Springfield	3, 17	76
Sterling	35	11
Urbana	22	14
Vandalia	40	5
Waukegan	46(c)	34
IOWA		
Ames	4	13
Albia	34	5
Algona	10	5
Atlantic	32	6
Boone	25	12
Burlington	28	26
Carroll	40	5
Cedar Rapids	7, 9	62
Centerville	26	8
Chariton	41	6
Charles City	12	9
Cherokee	38	7
Clarinda	23	5
Clinton	37	26
Creston	21	8
Davenport-Rock Island-Moline	4, 5, 42 4, 5, 42	175 175
Decorah	3	5
Des Moines	8, 11, 13	184
Dubuque	45	44
Fairfield	24	7
Fort Dodge	17	23
Fort Madison	14	14
Glenwood	28	5
Iowa City	2	17
Iowa Falls	33	4
Keokuk	32	15
Knoxville	43	7
Marshalltown	15	19
Mason City	39	27
Muscatine	40	18
Newton	29	10
Ottumwa	20, 38	32
Red Oak	42	7
Shenandoah	16	7
Sioux City	2, 5, 9	82
Storm Lake	35	5
Waterloo-Cedar Falls	22, 36	67
Webster City	19	7
INDIANA		
Anderson	27	42
Bedford	33	13
Bloomington	10	21
Columbus	43	12
Evansville	16, 18, 20	97
Fort Wayne	25, 38	118
Gary	48(c)	112
Indianapolis	6, 8, 12, 45	387
Kokomo	23	34
Lafayette	37	29
Logansport	21	20
Marion	18	27
Muncie	32	50
Richmond	41	35
Seymour	17	9
South Bend	40, 42	101
Terre Haute	28, 39	63
Tell City	3	5
Vincennes	14	18
KANSAS		
Anthony	39	3
Arkansas City	37	13
Atchison	18	13
Baxter Springs	38	5
Belleville	27	3
Clay Center	38	5
Coffeyville	44	17
Colby	26	2
Concordia	34	6
Dodge City	24, 43	8
El Dorado	16	10
Emporia	21	13
Ft. Scott	32	11
Garden City	9, 11	6
Goodland	28	3
Great Bend	5, 14	9
Hays	22	6
Hutchinson	20	30
Iola	41	12
Junction City	8	9
Kansas City (see Kansas City, Mo.)	—	—
Kinsley	41, 45	2
Larned	30	4
Lawrence	39	14
Liberal	38	4
Lindsborg	42	2
McPherson	28	1
Manhattan	15	12
Newton	31	11
Norton	36	3
Oberlin	33	2
Osawatomie	24	5
Osborne	17	2
Ottawa	26	10
Phillipsburg	44	2
Pittsburg	30	18
Pratt	18	7
Russell	32	5
Salina	40	21
Scott City	31	2
Sharon Springs	21	1
Syracuse	29	1
Topeka	11, 13	68
Wellington	33	7
Winfield	35	10
Wichita	3, 10, 12	115
KENTUCKY		
Ashland (see West Virginia)	—	—
Bowling Green	34	15
Corbin	45	8
Danville	38	7
Frankfort	15	11
Glasgow	40	6
Hazard	23	7
Henderson	41	13
Hopkinsville	36	12
Lexington	19	49
Louisville	5, 9, 29, 31	434
Madisonville	25	8
Mayfield	17	9
Maysville	39	7
Middlesborough	41	12
Murray	39	4
Owensboro	44	30
Paducah	12	34
Richmond	21	7
Somerset	35	6
Winchester	42	9
Van Cleve	28	0.75
LOUISIANA		
Abbeville	28	7
Alexandria	5, 11, 13	27
Bastrop	23	7
Baton Rouge	43, 45	35
Bogalusa	26	15
Crowley	17	10
DeRidder	29	4
Eunice	38	5
Hammond	14	6
Houma	24	9
Jennings	31	7
Lafayette	41	19
Lake Charles	23	21
Minden	14	7
Monroe	32, 39	28
Natchitoches	24	7
New Iberia	34	14
New Orleans	2, 4, 6, 7, 10	540
Oakdale	19	4
Opelousas	15	9
Pineville	21	4
Ruston	16	7
Shreveport	3, 10, 12	112
Tallulah	30	6
Thibodaux	32	6
Winnfield	36	5
MAINE		
Augusta	8, 10, 19, 21, 23	19
Bangor-Old Town	5, 12, 36, 42	37
Biddeford-Saco	14, 16	28
Brunswick	44	7
Calais	7, 14, 16, 18	5
Ft. Kent-St. Francis	8, 15, 17, 19, 21	6
Houlton	25, 27, 29	7
Lewiston-Auburn	28, 30	58
Portland	6, 13	106
Presque Isle	31, 33, 35	17
Waterville	32, 34	16
MARYLAND		
Annapolis	49(c)	13
Baltimore	2, 11, 13, 14, 16	1,047
Cumberland	39, 44	39
Hagerstown	35	33
Salisbury	43	13
Frederick	37	16
MASSACHUSETTS		
Barnstable-W. Yarmouth	37	8
Boston	2, 4, 5, 7	771
Brockton	48(c)	62
Fall River-New Bedford	19, 21, 23	225
Lawrence-Lowell-Haverhill	25, 27	232
Pittsfield	28	50
Springfield-Holyoke	36, 38	150
Worcester	43, 45	194
MICHIGAN		
Alpena	39	13
Ann Arbor	37	30
Battle Creek	29	43
Benton Harbor	44	17
Cadillac	23	10
Cheboygan-Mackinaw	4	6
Detroit	2, 4, 7, 24, 27	2,296
Escanaba	25	15
Flint	14, 16, 34	189
Gladstone	13	5
Grand Rapids	7, 12, 33, 35	210
Hancock	16	6
Harbor Beach	38	2
Holland	26	15
Houghton	27	4
Iron Mountain	7, 9, 32, 34	11
Iron River	14	4
Ironwood	30	13
Ishpeming	20	9
Jackson	20, 22	50
Kalamazoo	3, 15	77
Lansing	6, 45	110
Ludington	30	9
Manistique	15	5
Manistee	27	9
Marquette	3, 5, 10, 18	16
Midland	28	10
Muskegon	17, 19	48
Petoskey	29, 31	6
Pontiac	48(c)	67
Port Huron	46(c)	33
Rogers City	42	3

[1] WDEL-TV Wilmington would use DA.

(Continued on page 50)

Electric 16mm TV Projector

PICTURE QUALITY!

BRINGS AMAZING G-E SYNCHROLITE TO 16mm FIELD FOR FIRST TIME!

New Focusing Ease Acclaimed! New Split-Second Starts and Stops! Improves Performance of Any Camera Channel!

Dramatic demonstrations witnessed by scores of television engineers and management officials from every part of the nation show why General Electric presents its new Synchrolite 16mm Projector as *the greatest step forward in Television film history!*

Direct comparison tests with competitive equipment in G.E.'s Television Test Laboratory and demonstrations at NAB point up the General Electric advantages overwhelmingly. With its pulsed "cold" light source (no rotating shutter), and split-second starting and stopping (no need to experiment on your audience; the Synchrolite Projector minimizes on-the-air adjustment), this new equipment is head and shoulders above anything in its field. Everywhere these tests have been made, the reports are always the same—*finest picture quality in the industry.*

Sound reproduction, too, is sharp and clear. A built-in variable equalizer assures constant and precise fidelity control.

In no other 16mm projector will you find so many advantages so important to television. *Remember—the quality of the picture you show your audience vitally affects your station's income.* You owe it to your investment to use the finest projection equipment available today. General Electric has it. Don't fail to see it. *The General Electric Synchrolite Projector will improve any present commercial camera channel.* And remember, of all the television film in use today, 95% is 16mm.

Point by point comparison shows overwhelming G-E advantages!

Light Source	G. E.	MANUFACTURER A	MANUFACTURER B
Full Brilliance Focusing on Stationary Film	Yes	No	No
Strip Film at Full Brilliance	Yes	No	No
Operating Temperature	Cold	Hot	Hot
Light Failure	Gradual—with warning	Instantaneous—no warning	Instantaneous—no warning
Average Life Expectancy	60 Hours	10 Hours	10 Hours
Power Input	400 Watts	1000 Watts	1000 Watts

Projector Mechanism	G. E.	MANUFACTURER A	MANUFACTURER B
Projection System	Shutterless	Shutter	Shutter
Mechanical Noise	Low	High	High
Stop Time (No Braking)	1 sec.	Over 15 sec.	Over 15 sec.
Braking Facilities	Not Needed	Needed	Needed
Ease of Film Threading	Good	Fair	Good
Rewind Facilities on Projector	Yes	No	No
Jump and Weave	Low	Medium	Low
Coated Lens	Yes	Yes	Yes
Ease of Optical Alignment	Excellent	Fair	Good
Mounting Base	Heavy Duty (Simplex)	Light Weight	Medium Weight
Motor Requirement	1/75th hp	1/10 hp	1/4 hp
Maximum Shaft Speed	1800 rpm	3600 rpm	3600 rpm
Accessibility	Excellent	Good	Excellent

You can put your confidence in—

GENERAL ELECTRIC

Experts see new General

REVOLUTIONIZE

An Invitation to Television Management Officials, Broadcasters, Engineers:

You are cordially invited to visit the General Electric Television Test Laboratory at Electronics Park, Syracuse, N. Y. Watch expert test engineers pit competitive equipment against the G-E line day after day. These tests are objective, merciless, designed to give you the finest in station equipment. At the Park you will see the greatest Electronics Center in the world today —6000 people in a "university of industry"— with more than half of them working on television alone! For full information, phone or wire the G-E office nearest you. *Transmitter Division, General Electric Co., Electronics Park, Syracuse, N.Y.*

Another G-E First!
Performance-Engineered at Electronics Park

UHF-VHF Channels

(Continued from page 47)

	Channel No.	Pop. in Thousands
Saginaw-Bay City	18, 21, 32	153
Sault St. Marie	8, 10, 14, 16	16
Tawas City	25	1
Traverse City	41, 43	14
West Branch	36	2

MINNESOTA

Albert Lea	24	12
Alexandria	29	5
Austin	16	18
Bemidji	22	9
Brainerd	43	12
Chisholm	44	7
Crookston	20	7
Detroit Lakes	27	5
Duluth/Superior (see Wisconsin)		157
Ely	18	7
Eveleth	37	7
Fairmont	26	7
Faribault	21	15
Fergus Falls	38	11
Grand Rapids	26	5
Hastings	40	6
Hibbing	39, 41	16
International Falls	14, 16	6
Little Falls	25	6
Mankato	44	16
Marshall	20	5
Minneapolis-St. Paul	2, 4, 5, 7, 9, 11, 13	911
Montevideo	36	5
Moorhead (see Fargo)		
New Ulm	28	9
Northfield	14	5
Owatonna	42	9
Pine City	31	2
Red Wing	18	10
Rochester	32, 34	26
St. Cloud	17, 19	24
Thief River Falls	24	6
Virginia	21	12
Wadena	32	3
Willmar	15	8
Winona	38	22
Worthington	23	6

MISSISSIPPI

Aberdeen	15	5
Biloxi	31, 33	17
Brookhaven	18	6
Canton	24	6
Clarksdale	29, 31	12
Columbia	29	6
Columbus	25	14
Greenville	43, 45	21
Greenwood	21	15
Grenada	17	6
Gulfport	21, 23	15
Hattiesburg	40, 42	21
Jackson	3, 9, 12	88
Laurel	16	21
Kosciusko	19	4
McComb	20, 22	10
Macon	2	2
Meridian	36, 38	35
Natchez	25, 27	15
Pascagoula	28	6
Philadelphia	34	4
Picayune	44	5
Starkville	28	5
Tupelo	22	8
Vicksburg	35, 37	24
West Point	32	6
Yazoo City	41	7

MISSOURI

Cape Girardeau	45	19
Carrollton	40	4
Carthage	25	11
Chillicothe	44	8
Clinton	20	6
Columbia	15	18
De Soto	2	5
Flat River	31	5
Fulton	33	8
Hannibal	25	21
Hermitage	23	0.3
Jefferson City	6, 43	24
Joplin	19, 22	37
Kansas City	2, 4, 5, 9	399
Lebanon	27	5
Lexington	31	5
Louisiana	39	5
Marshall	17	9
Maryville	30	6
Mexico	22	9
Moberly	36	13
Nevada	34	8
Poplar Bluff	21	11
Rolla	35	5
St. Joseph	35, 37	76
St. Louis	4, 5, 7, 9, 11, 13	816
Salem	14	3
Sedalia	29	20
Sikeston	26	8
Springfield	3, 10, 12	61
Van Buren	38	0.5
Washington	19	7
West Plains	41	4

MONTANA

Anaconda	35, 37	11
Baker	19	1
Big Timber	24	2
Billings	2, 4, 5, 7, 19, 21	23
Bozeman	14, 16	9
Broadus	29	0.6
Butte	2, 4, 5, 7, 33, 40	37
Chester	30	0.5
Chinook	25	2
Choteau	18	1
Circle	28	0.7
Cut Bank	43, 45	3
Dillon	27	3
Ekalaka	26	0.7
Forsyth	32, 39	2
Fort Benton	36, 38	2
Glasgow	18, 20, 22	4
Glendive	21	5
Great Falls	3, 6, 8, 26, 28	30
Hamilton	44	2
Harlowton	44	2
Havre	11, 19, 21, 23	6
Hardin	41, 43	2
Helena	10, 12	15
Hysham	37	0.4
Jordan	30	0.7
Kalispell	15	6
Lewistown	17	6
Libby	35, 37	2
Livingston	32, 34	7
Malta	27	7
Miles City	3, 6, 10, 14, 16, 24	7
Missoula	11, 13, 17, 19	18
Paradise	42	0.35
Phillipsburg	29	1
Plentywood	29, 31, 44	2
Polson	27	2
Red Lodge	29	3
Roundup	35	3
Saco	45	0.5
Scobey	41	1
Shelby	14, 16	3
Sidney	15, 17	3
Stanford	15	1
Thompson Falls	25	0.7
Virginia City	45	0.4
Whitehall	22	1
White Sulphur Springs	20	1
Wibaux	40	0.6
Winifred	41	0.3
Winnett	42	0.4
Wolf Point	33	2

NEBRASKA

Ainsworth	38	2
Alliance	15, 37	6
Atkinson	34	1
Bayard	42	2
Beatrice	45	11
Bridgeport	40	2
Broken Bow	16	3
Columbus	26	8
Crawford	22	2
Fairbury	43	6
Falls City	33	6
Fremont	36	12
Gothenburg	14	1
Grand Island	35, 37	19
Hastings	4, 39, 41	15
Holdredge	25	3
Kearney	21, 23	10
Lexington	18	4
Lincoln	10, 12	82
McCook	8, 13	6
Nebraska City	14	7
Neligh	17	2
Norfolk	15	10
North Platte	2, 5	12
Ogallala	24	3
Omaha	3, 6, 7	224
O'Neill	20	3
Ord	30	2
Scottsbluff	18, 20	12
Seward	24	3
Sidney	32	3
Stanton	22	2
Superior	29	3
Valentine	28	2
West Point	44	3
York	19	5

NEVADA

Austin	29	0.5
Battle Mountain	42	0.8
Boulder City	18, 22	3
Caliente	28, 30, 43	1
Carson City	30	2
Elko	10, 15, 17, 19	4
Ely	3, 6, 14, 16, 20	4
Eureka	40	0.6
Fallon	35	2
Gerloch	28	0.1
Goldfield	44	0.6
Henderson	27, 32	7
Las Vegas	8, 10, 12, 14, 16, 41, 45	8
Lovelock	25	1
McDermitt	26	0.2
McGill	23, 25	3
Mina	39	0.4
Mountain City	34	0.9
Overton	34, 36	1
Palisade	45	0.1
Pioche	24, 26	1
Reno	3, 13, 14, 16	21
Sparks	37	5
Tonopah	18, 21	2
Wells	41	0.8
Winnemucca	18, 21	2
Yerington	23	1

NEW HAMPSHIRE

Berlin	26	19
Concord	31, 33	27
Laconia	35	13
Littleton-Bethlehem	40	5
Manchester	9, 29	81
Porstmouth	39, 41	14

NEW JERSEY

Asbury Park	46(c)	15
Atlantic City	23, 25, 27	100
Newark	13	430
New Brunswick	48(c)	38
Trenton	15, 17, 41	125
Vineland	39	8

NEW MEXICO

Alamogordo	19, 21	4
Albuquerque	2, 4, 5, 7	35
Artesia	26, 28	4
Belen	22, 24	3
Bernalillo	20	2
Carlsbad	10, 22, 24	7
Carrizozo	42	1
Chama	43	0.7
Clayton	27	3
Clovis	12, 14, 16	10
Dawson	41	2
Deming	23, 25	4
Farmington	21	2
Ft. Sumner	43	2
Gallup	3, 10, 17, 19	7
Hachita	37	0.8
Hobbs	15, 17	11
Hot Springs	31, 33	3
Laguna	28	0.5
Lordsburg	43, 45	3
Los Alamos	34	...
Las Cruces	27, 29	8
Las Vegas	17	6
Lovington	30	2
Magdalena	35	1
Park View	36	5
Portales	18, 20	0.8
Raton	35, 37	8
Roswell	3, 6, 8, 34, 36	13
Roy	44	1
Santa Rita	20	3
Santa Fe	9, 11, 13, 30, 32	20
Santa Rosa	25	2
Silver City	12, 18	5
Socorro	14, 16	4
Taos	15	1
Tucumcari	29, 31	6
Vaughn	45	1
Willard	39	0.5

NEW YORK

Albany-Schenectady-Troy	4, 42, 44	432
Auburn	18	36
Batavia	36	17
Binghamton	12, 23, 25	145
Buffalo-Niagara	2, 4, 7, 27	857
Dunkirk	31	18
Elmira-Corning	14, 16	61
Hornell	39	17
Ithaca	37	20
Jamestown	17	43
Malone	30	9
Massena	21	11
Middletown	35	22
New York City/Northeast N. J.	2, 4, 5, 7, 9, 11	11,691
Ogdensburg	34	16
Olean	19	22
Oneonta	27	12
Oswego	20	22
Plattsburg	32	16
Pougkeepsie	40	40
Rochester[2]	5, 22, 32, 44	412
Saranac Lake	38	7
Syracuse[3]	3, 8,10	258
Tupper Lake	19	5
Utica-Rome	13, 33	197
Watertown	41, 43	33

[2]Modification of CP of WHTM (TV) Rochester, to authorize Channel 5 instead of 6, is contemplated.

[3]Modification of CP of WSYR-TV Syracuse, to authorize Channel 3 instead of 5, is contemplated.

NORTH CAROLINA

Ahoski	39	2
Asheville	14, 18	51
Belhaven	20	2
Charlotte	3, 9, 11	101
Durham	33, 35	60
Elizabeth City	31	12
Fayetteville	38, 40	17
Gastonia	42	21
Goldsboro	26	17
Greensboro	2, 41, 43, 45	59
Greenville	36	13
Henderson	18	8
Hendersonville	20	8
Hickory	34	13
High Point	23, 25	38
Jacksonville	22	1
Kannapolis	19	25
Kinston	42	15
Lenoir	36	8
Morehead City	45	4
New Bern	32	12
Raleigh	28, 30	47
Rocky Mount	24	26
Salisbury	21	19
Shelby	44	14
Wilmington	5, 14, 16	33
Wilson	44	19
Winston-Salem	6, 13, 17	80
Washington	34	9

NORTH DAKOTA

Ashley	36	1
Bismarck	5, 7, 12, 20, 22	15
Botteneau	32	
Bowman	43, 45	
Carrington	17	
Cooperstown	28	
Crosby	36, 38	
Devils Lake	19	
Dickinson	2, 4, 9	
Fargo	6, 10, 13, 14, 16, 18	
Ft. Yates	29	
Grafton	26, 30	
Grand Forks	2, 4, 8, 33, 35, 39	
Harvey	44	
Hettinger	32, 34	
Jamestown	25	
Kenmore	30	
Langdon	41, 43	
Larimore	45	
Mandan	33, 35, 37	
Minot	3, 6, 10, 16, 18	
Napoleon	27	
New Rockford	15	
Oakes	40, 42	
Rolla	23	
Rugby	21	
Stanley	42	
Stanton	14	
Valley City	31	
Wahpeton	34	
Williston	8, 11, 23, 25, 27	

OHIO

Akron	25, 36, 38	
Canton	32, 34	
Chillicothe	37	
Cincinnati	4, 7, 11, 22, 24	
Cleveland[4]	4, 5, 8, 11, 40, 42	
Columbus	3, 6, 10	
Dayton	5, 13, 14, 16	
Gallipolis	27	
Hamilton-Middletown	2, 34	
Lima	28, 30	
Mansfield	21, 23	
Marion	33, 35	
Newark	29	
Portsmouth	18, 20	
Sandusky-Fremont	17	
Springfield	26, 44	
Steubenville	22	
Toledo	13, 39, 43	
Youngstown	14, 16, 18	
Zanesville	15	

[4]Modification of CP of WXEL(TV) Cleveland, to authorize Channel 11 instead of 9, is contemplated.

OKLAHOMA

Ada	20	
Altus	16	
Alva	23	
Ardmore	32	
Bartlesville	14	
Beaver	36	
Boise City	30	
Chickasha	45	
Clinton	31	
Duncan	35	
Durant	40	
Elk City	14	
El Reno	22	
Enid	13, 15	
Frederick	27	
Guthrie	24	
Guymon	20	
Hobart	25	
Hugo	29	
Lawton	10, 18	
Miami	36	
Muskogee	8, 23	
McAlester	34	
Norman	41	
Okeene	29	
Oklahoma City	4, 7, 9	
Okmulgee	28	
Ponca City	27	
Seminole	43	
Shattuck Jnc.	40	
Shawnee	30	
Stillwater	17	
Tulsa	2, 6, 11	
Woodward	45	

OREGON

Albany	25	
Ashland	19, 21	
Astoria	26	
Baker	16	
Bend	28, 35	
Burns	21, 42	
Canyon City	14	
Coquille	24, 26	
Condon	22	
Corvallis	23	
Enterprise	40	
Eugene	14, 16	
Gold Beach	40	
Grants Pass	36, 38	
Heppner	41, 43	
Hood River	36	
Kinzua	18	
Klamath Falls	2, 4, 32, 34	
La Grande	3, 13	
Lakeview	20, 27, 29	
McMinnville	44	
Madras	39	
Marshfield (Coos Bays)	22, 29	
Medford	5, 7, 15, 17	
Newport	42	
Ontario	20	
Pendleton	24	

(Continued on page 54)

Film Report

MINI-FILMS Inc., Hollywood, planning production of two series of half-hour open-end TV films. One of series features actor Hugh Herbert in comedy format. Second series will be quarter-hour western musicals. Same firm has just completed first of series of 13 films on "Beauty, Glamour and Personality," featuring makeup artist Ern Westmore. . . . **Reid H. Ray Film Industries**, St. Paul, has produced 1½-minute TV film for **Chevrolet**. Theme ties in with 1949 sales campaign.

Video Producers and Distributors Inc., New York shippers of video film for NBC, ABC, 20th Century-Fox and others, has opened offices in Chicago and Hollywood. . . . Contracts calling for creation and production of half-hour television package starring **Jerry Colonna** have been signed between **Mini-Films Inc.** and **Prinz-Lewyn Presentations**. Entitled "Good Old Days," show will feature, in addition, Comedian Robert Alda, Florodora Sextet, plus guest star each week. National sponsorship being sought.

One-minute live action test commercial film for **Coca Cola** has been completed by **John Sutherland Productions**, Los Angeles. . . . **John L. McGuire**, formerly of *National Provisioner Magazine* and Texas Daily Press League, has joined Chicago sales staff of **Sarra Inc.** He will be assistant to **Ted Crofut**, chief of midwest film sales. . . . **Screen Gems Inc.**, New York, absorbing personnel and business of **Telespots Inc.**, also New York. New offices to be at 729 Seventh Ave. Firm's first venture is producing spot for **Berke Brothers Distilleries**, Boston. Agency: **Reingold Co. Inc., Boston.**

Jack Tyl Denny has accepted position with **Film Equities Corp.**, New York. He will head company's stepped-up agency promotion plans. In recent months Mr. Denny has been doing freelance screen writing. **Constance Lazar** has been named television director to fill vacancy created by resignation of **Jay Williams**. . . . **Films for Industry Inc.**, New York, producing marionette show on 16mm color and black and white film for distribution by **Community Chests of America** for group and television showings. Marionettes interpret Community Chest messages in amusing style. . . . **General Television Enterprises Inc.**, Hollywood, which already has shot 13 half-hour films for **Procter & Gamble**, has been signed to produce 13 more. . . . Half-hour film, "Homeward Bound," has been completed by **Christyl & Webber Productions**, Hollywood. Firm reports that if successful 156 dramatic films will be made.

Telefilm, Hollywood, has prepared pocket size folder describing steps and procedures in making films for commercials. Copies available on request by writing to Telefilm at 6039 Hollywood Blvd.

TV AGENCY

Announced in New York

FORMATION of a new advertising agency, Philbin, Brandon & Sargent Inc., New York, to handle television advertising exclusively, was announced last Wednesday by the three principals. They are Ewing Philbin Jr., former sales and research executive with the New York Life Insurance Co.; Peter J. Brandon, formerly with MBS in sales and prior to that general manager of WFAK Charleston, S. C., and C. Denny Sargent, former art director and art liaison on television accounts with Young & Rubicam and J. Walter Thompson.

The agency was formed, Mr. Brandon explained, because of the need for a "break with the past" so far as television advertising is concerned. "We feel," he said, "that those who have specialized in other forms of advertising . . . are not necessarily readily adaptable to the best TV creative work. Television ideas must be designed only for television—not radio or Hollywood.

Mr. Brandon also said the new agency would perform all services for clients plus those additional ones made necessary by the new medium. The agency will receive 15% commission from the television station or network on time used by its clients. In addition, the agency will add a nominal mark-up to costs of productions which it supervises, it was revealed.

The video agency is located at 277 Park Ave., New York.

KARLOFF SIGNS

Exclusive ABC-TV Pact

BORIS KARLOFF, actor of stage and screen known for his rolls in horror vehicles, has signed an exclusive contract with ABC-TV.

For 52 weeks, starting in the fall, Mr. Karloff will devote his entire time to ABC television. Under terms of the contract negotiated by Charles C. Barry, ABC vice president in charge of television, with Music Corp. of America, Mr. Karloff is being released from screen and radio clauses to fulfill the exclusive clause in the video pact. The actor will star in the ABC-TV series, *Conflict*, schedule for which will be announced.

If you've been looking for an evening television program, but have been stopped by the cost, WGN-TV has the answer to your problem.

WGN-TV's new sponsor participation program, "Stop, Look and Learn," will fit into practically any budget. In addition, the program's format allows you to demonstrate your product—before a large audience—at a low cost.

"Stop, Look and Learn" is an amusing, informative program of time-saving and money-saving demonstrations . . . including anything from cooking to gardening. The "demonstrators" are viewers who have been selected from letters stating their ideas for "Stop, Look and Learn." A valuable prize is given to the winning demonstrator, and the "lucky losers" engage in a "Mad Hatters" contest. Working with hat body, ribbon, feathers and flowers, the "hatters" are given three minutes to make a hat. Veteran M. C. Harold Isbell then models the prize winning "creation" for the television audience.

"Stop, Look and Learn" is fun for the whole family. It gives the televiewers a chance to participate . . . allows you to smoothly demonstrate your product . . . at a cost that will fit your budget.

At present, only two participations are open, so don't STOP to consider or LOOK for anything better . . . just call WGN-TV to LEARN how cheaply you can participate in nite-time television.

DUMONT WGN-TV CBS
CHANNEL 9 · CHICAGO

Telestatus

Early TV, AM Sponsors Compared

(Report 68)

NOTING that "television must still be regarded as a new, relatively untried, and to a great extent experimental advertising medium, in spite of its lusty growth and bright promise of future development," Magazine Advertising Bureau has prepared a comparison of the advertisers using network TV today with those who were using network radio 20 years ago, when radio was the newest, most challenging of advertising media.

For its analysis, MAB divides all advertised products into two general classes, Convenience Merchandise and Shopping Goods and Services. Convenience Merchandise is defined as "commodities which are of low unit price, are rapidly consumed and have wide distribution. Typically: most foods, confectionery and soft drinks, soaps and cleansers, drug products and toilet goods, cigarettes, gasoline, etc." Shopping Goods and Services cover "all the multitude of purchases which are usually less frequently made, considered with some care before the buying decision and often require shopping around either to find an outlet which sells the particular commodity or service or to compare relative prices and values."

Basing its comparisons on the records of Publishers Information Bureau, MAB reports that in 192[illegible] first year for which accurate fi[illegible]ures are available, total value o[illegible] network radio time used by adve[illegible]tisers (figured at gross rates[illegible] was $18,700,000. Of this sum[illegible] about a third (35.3%) represente[illegible] advertising of convenience me[illegible]chandise; the volume of shoppin[illegible] goods and services advertising wa[illegible] nearly twice as large. TV netwo[illegible] gross time sales for the first fou[illegible] months of 1949 totaled $2,600,0[illegible] and were divided roughly half an[illegible] half between convenience merchan[illegible]dise (48%) and shopping good[illegible] and services (52%).

But, MAB points out, adve[illegible]tisers soon learned that radio wa[illegible] "much better adapted to the sale o[illegible] low-unit price, rapid-turnover me[illegible]chandise." By 1934 some fou[illegible]fifths of the purchases of netwo[illegible] time were made to advertise co[illegible]venience merchandise, and on[illegible] one-fifth for advertising shoppin[illegible] goods and services, a proportio[illegible] which was just about the same i[illegible] 1944 and in early months of 194[illegible]

Making one other point, MA[illegible] notes that "the makers of rad[illegible] sets invested heavily in radio a[illegible]vertising in its early days: 15[illegible] of 1929's network billings cam[illegible] from this advertising classifica[illegible]tion. By 1934, the proportion o[illegible] total radio advertising represente[illegible] by that advertising classificatio[illegible] was only 1.5% of network billing[illegible] —in dollar terms a drop fro[illegible] $2,800,000 in 1929 to $700,000 i[illegible] 1934. Likewise, television is no[illegible] being used extensively for TV se[illegible] advertising—in fact, television ca[illegible]ries more dollars of such adverti[illegible]ing than does network radio. F[illegible] the first four months of 1949, a[illegible] vertising of TV sets, radio set[illegible] phonographs, etc., accounted for [illegible] fourth of all network televisio[illegible] advertising volume.

"Will there be a rapid chang[illegible] in the character of the produc[illegible] advertised over the television ne[illegible] works, as there was in the case o[illegible] network radio? Or will televisio[illegible] establish a new and different ad[illegible] vertising pattern? It will be som[illegible] time before anyone will have th[illegible] answers to these questions," MA[illegible] concluded.

	Convenience Merchandise (%)	Shopping Goods And Services (%)	Total (Millions)
	(Network Radio)		
1929	35.3	64.7%	$18.7
1934	79.2	20.8	$42.6
1939	89.2	10.8	$83.1
1944	75.4	24.6	$190.7
1949 First 4 mos.	79.0	21.0	$68.3
	(Network TV)		
1949 First 4 mos.	48.0	52.0	$2.6

*All information based on Publishers Information Bureau reports.

"Convenience Merchandise": Food products, food beverages, confectione[illegible] and soft drinks, toilet goods, medical supplies, smoking materials, household soaps and cleansers, gasoline and oil.

"Shopping Goods and Service": All other advertising.

* * *

NEW YORK'S VIDEO HOURS INCREASE

Gain of 26% Reported Over Last 1948 Quarter

NEW YORK TV stations broadcast 1,672.5 hours of video programs during the first six months of 1949, a gain of 26% from the 1,209.25 hours broadcast during the last half of 1948, according to The Pulse Inc.

Sports programs received more time than any other type of TV entertainment, The Pulse analysis reveals, but the figures show an appreciable drop from the July-December 1948 period, when 23.4% of all program time was devoted to sports, to January-June 1949, when sports got only 15.6% of the total program hours. The average rating for TV sports programs during the first half of 1949 was 15.2, when sports ranked third in popularity, a gain from the last half of 1948 when sports shows had an average rating of 13.1 and ranked fourth in popularity.

Comedy-variety shows were the most popular in both six-month periods, with average ratings of 22.6 the first half of this year and 19.1 the last half of last year. Dramas and mysteries ranked third in popularity, with average ratings of 20.3 in the January-June 1949 period and 18.7 in the July-December 1948 period. Relatively little TV time was devoted to comedy and dramas, however. (See Table I.)

Six of the 10 TV programs most popular in New York during the first half of 1949 were comedy-variety programs; the others were a comedy-dramatic serial, a full-length dramatic series, a mystery series and weekly boxing bouts. (See Table II.) The five most popular multi-weekly video programs included three puppet shows and another program aimed at the juvenile audience and one program of popular music.

The constant increase in the number of viewers, adding thousands of individuals to the New York TV audience each month, and the increased programming offered each month in the early part of 1949, make it impossible to establish any seasonal TV viewing pattern as yet, The Pulse reports. The sets-in-use data in Table III "are interesting from a historical standpoint," The Pulse explains, "but we cannot predict that TV sets-in-use will follow this pattern once ownership is stabilized."

* * *

TABLE I

NEW YORK TV PROGRAMS BY TYPES
(From N. Y. Pulse data for weeks surveyed in Tele Pulse reports)

	July-December 1948			January-June 1949		
	No. ¼ Hrs.	Av. Rat.	% Total TV Time	No. ¼ Hrs.	Av. Rat.	% Total TV Time
Visual Sports	1,132	13.1	23.4	1,039	15.2	15.6
Music, Records and Musical Variety	401	5.8	8.3	805	4.4	12.1
Westerns and Serials	337	6.3	7.0	678	7.2	10.1
Kid Shows	360	12.3	7.4	614	10.8	9.2
Feature Films	523	7.8	10.7	576	5.8	8.6
News	449	6.5	9.3	511	3.7	7.6
Women's Interest	174	6.6	3.6	412	2.5	6.1
Comedy-Variety	212	19.1	4.4	340	22.6	5.1
Film Shorts	396	6.5	8.2	319	3.0	4.8
Interviews	66	7.6	1.4	219	5.1	3.3
Quiz-Game	108	11.0	2.2	185	9.9	2.8
Drama and Mysteries	66	18.7	1.4	151	20.3	2.2
Forums, Discussions	98	8.0	2.0	150	4.6	2.2
Washington and Political News	196	5.5	4.1	127	1.4	1.9
Sports News	56	12.2	1.2	118	4.6	1.8
Talent Programs	—	—	—	62	16.0	.9
Religion	29	2.9	.6	60	2.1	.9
Magazine Variety	—	—	—	54	11.1	.8
Comedy Situation	12	6.9	.2	50	13.0	.7
Education and Science	—	—	—	40	2.3	.6
How To —	29	7.3	.6	21	4.3	.3
Serial Stories	—	—	—	19	3.4	.3
Special Events	71	17.6	1.5	19	6.2	.3
Mr. and Mrs.	11	4.5	.2	19	3.8	.3
Misc.	111	7.6	2.3	102	5.3	1.5
Total	4,837			6,690		

TABLE II

TOP 10 TV PROGRAMS-NEW YORK
(January-June 1949)

	6 Mos. Prog. Av. Rating
Texaco Star Theatre, Tues.	69.0
Godfrey's Talent Scouts, Mon.	52.4
The Goldbergs, Mon.	47.6
Broadway Revue, Fri.	46.3
Godfrey and Friends, Wed.	46.3
Toast of the Town, Sun.	43.0
Kraft TV Theatre, Wed.	38.5
Boxing, Fri.	37.3
Suspense, Tues.	31.2
Arrow Show, Thurs.	30.6

TOP FIVE MULTI-WEEKLY TV PROGRAMS
(January-June 1949)

	6 Mos. Prog. Av. Rating
Howdy Doody, Mon.-Fri.	23.9
Small Fry Club, Mon.-Fri.	21.4
Lucky Pup, Mon.-Fri.	18.9
Bob Howard, Mon.-Fri.	16.5
Kukla, Fran and Ollie, Mon.-Fri.	13.7

* * *

TABLE III

AVERAGE ¼ HOUR TV SETS-IN-USE, NEW YORK ENTIRE WEEK, 12 NOON-12 MIDNIGHT

	1948	1949
January	—	23.9
February	—	26.9
March	—	26.1
April	17.7	25.6
May	17.8	28.9
June	21.4	26.3
July	22.0	
August	20.2	
September	23.5	
October	24.1	
November	24.1	
December	24.2	

Daniel L. Sinkler (left), Traffic and Sales Manager, E.A.L., Atlanta, with Lee Jordan and Jim Bridges of WSB-TV news department.

You are in good advertising company when you're on WSB-TV

EASTERN AIR LINES now sponsors WSB-TV news. When the Great Silver Fleet took to television, it chose the only station in Georgia which has a complete television news service.

WSB-TV uses Associated Press and United Press wire services, Telenews and AP Wirephoto. It has at its disposal The Atlanta Journal news and picture staff.

These sources augment WSB-TV's own news reporting personnel and movie production outfit. Local news events of major importance are covered direct through WSB-TV's mobile remote equipment.

Eastern joins a growing group of farsighted sponsors who properly evaluate the direct relationship between *good programming — and share of audience.*

WSB-TV is the best advertising buy in the South today. For the facts, write us or telephone a Petry man.

wsb-tv
ON PEACHTREE STREET

WSB, AM AND FM, AND WSB-TV ARE AFFILIATES OF THE ATLANTA JOURNAL, ATLANTA, GEORGIA

UHF-VHF Channels

(Continued from page 50)

	Channel No.	Pop. in Thousands
Portland	3, 6, 8, 10, 12, 17	406
Pineville	30	2
Redmond	45	2
Reedsport	18	1
Roseburg	31, 33	5
Salem	32, 34	31
Sprague River	41, 43	6
The Dalles	27	6
Tillamook	19, 21	3
Westfir	37	0.8
PENNSYLVANIA		
Altoona	15	114
DuBois	43	12
Easton-Allentown-Beth.	19, 21	325
Emporium	33	4
Erie	12, 45	134
Greensburg	48	17
Harrisburg	22, 42	173
Hazleton	38	38
Johnstown	6, 13, 21	152
Lancaster[3]	4, 26, 28	132
[3] WGAL-TV Lancaster would use DA.		
Lebanon	24	27
Lewistown	40	13
Meadville	47	19
New Castle	30	48
Philadelphia	3, 6, 10, 44	2,899
Pittsburgh	3, 9, 24, 26	1,994
Reading	34, 36	175
Scranton-Wilkes Barre	31, 45	630
Uniontown	46	22
Williamsport	29	44
York	18, 20	93
RHODE ISLAND		
Providence	11, 15, 17	712
SOUTH CAROLINA		
Anderson	33	19
Barnwell	25	2
Bennettsville	15	5
Charleston	2, 8, 13, 28, 30	71
Columbia	4, 7, 10, 39	62
Florence	27	16
Georgetown	18	6
Greenville	38, 40	35
Greenwood	31	13
Myrtle Beach	37	2
Orangeburg	45	11
Rockhill	29	15
Seneca	35	2
Spartanburg	22, 24	32
Sumter	32	16
Walterboro	34	3
SOUTH DAKOTA		
Aberdeen	3, 9, 26, 30	17
Belle Fourche	20	3
Brookings	41, 43, 45	5
Buffalo	30	0.5
Chamberlin	23	2
Custer	16	2
Deadwood	35	4
Dupree	17	0.5
Edgemont	39, 41	2
Gettysburg	19	1
Hot Springs	33	3
Huron	32, 35	11
Lake Andes	27	0.8
Lead	27	8
Madison	37, 39	5
Martin	31	1
Mobridge	39, 41	3
Miller	15	1
Mitchell	4, 8	11
McIntosh	24	0.6
Phillip	14	0.8
Pierre	6, 10	1
Pine Ridge	43, 45	2
Rapid City	7, 12	14
Sioux Falls	11, 13, 14, 16, 18	41
Sisseton	44	2
Vermillion	31, 33	3
Watertown	22, 24	11
White River	21	0.6
Winner	42, 44	2
Yankton	25, 29	7
TENNESSEE		
Bristol	26	14
Chattanooga	3, 9, 12	193
Clarksville	42	12
Cleveland	30	11
Columbia	21	11
Cookeville	37	4
Dyersburg	30	10
Fayetteville	16	5
Harriman	17	6
Humboldt	35	5
Jackson	24	24
Johnson City	16	25
Knoxville	6, 10, 13	152
Lebanon	27	6
Lewisburg	29	4
Lexington	5	3
Memphis	4, 6, 8, 10, 13	332
Morristown	43	8
Murfreesboro	14	9
Nashville	2, 4, 7, 11	242
Paris	19	6
Pulaski	38	5
Shelbyville	31	7
Springfield	23	7
Tullahoma	33	5
Union City	28	7
Winchester	18	3
TEXAS		
Abilene	9, 24	27
Alice	19	8
Alpine	12	4
Amarillo	2, 4, 5, 7, 10	53
Athens	41	5
Austin	26, 28, 30	106
Ballinger	36	4
Bay City	16, 40	7
Beaumont/ Port Arthur	4, 6, 26, 33, 39	139
Beeville	25	7
Big Spring	25	13
Borger	15	10
Brackittville	29	3
Brady	19	5
Breckenridge	17	6
Brenham	19	6
Brownfield	37	4
Brownsville	4, 5, 9	22
Brownwood	21	13
Bryan	14	12
Cameron	32	5
Canadian	28	2
Canyon	32	3
Center	40	3
Childress	19	6
Clarendon	26	2
Cleburne	44	11
Coleman	43	6
Colorado City	18	5
Corpus Christi	6, 10, 31, 33	71
Cotulla	32	4
Crockett	22	5
Crystal City	24	7
Cuero	20	5
Dalhart	22	5
Dallas	4, 8, 12	377
Del Rio	18	13
Denton	36	11
Dumas	45	2
Eagle Lake	29	2
Eagle Pass	16	6
Edinburg	21	9
El Campo	38	4
Eldorado	33	2
El Paso	2, 4, 5, 7, 9, 41, 44	116
Falfurrias	23	6
Ft. Davis	14	1
Ft. Stockton	31	3
Ft. Worth	2, 5, 10	208
Fredericksburg	22	4
Galveston	21, 24	72
Graham	15	5
Greenville	24	14
Gonzales	15	5
Hamilton	39	3
Hamlin	28	2
Harlingen	14	13
Haskell	30	3
Henrietta	23	2
Hereford	42	3
Hillsboro	25	8
Houston	2, 8, 11, 13	510
Huntsville	17	5
Jacksonville	15	7
Jasper	9	3
Junction	27	2
Kermit	38	3
Kerrville	17, 31	6
Kilgore	43	7
Kingsville	17	8
La Grange	43	3
Lamesa	41	6
Lampassas	35	3
Laredo	3, 8	39
Liberty	44	2
Livingston	42	2
Littlefield	39	4
Longview	30	14
Lubbock	11, 13, 33, 35	32
Lufkin	35	10
Marfa	20, 25	4
Marshall	37	18
Mexia	34	6
McAllen	26	12
Midland	29	9
Mineola	21	2
Mineral Wells	42	6
Monahans	4, 19	4
Mount Pleasant	33	5
Nocogdoches	28	8
Orange	18	7
Odessa	7, 21	10
Ozona	45	2
Palestine	7	12
Paris	19	13
Pampa	17	19
Pearsall	34	3
Pecos	27	5
Perryton	34	2
Plainview	23	8
Presido	16	1
Rankin	42	0.5
Rio Grande	29	3
Robstown	27	7
Rock Springs	20	1
Rosenberg	36	3
Sabinal	44	2
Sanderson	23	25
San Angelo	2, 6	26
San Antonio	4, 5, 7, 9, 12	319
San Benito	34	10
San Diego	37	3
San Marcos	45	6
Shamrock	21	3
Sequin	41	7
Sherman	14	17
Seymour	34	3
Sierra Blanca	32	1
Snyder	22	4
Sonora	15	3
Spur	44	2
Stanford	20, 40	5
Stephenville	29	5
Sterling City	16	1
Sulphur Spring	26	7
Sweetwater	12, 14, 32	10
Taylor	23	8
Temple	37	15
Terrell	38	19
Texarkana (see Arkansas)		
Tyler	45	28
Uvalde	14	7
Van Horn	18	1
Vernon	38	9
Victoria	18	12
Waco	16, 18	71
Waxahachie	31	9
Wichita Falls	3, 6	45
Weslaco	42	7
UTAH		
Beaver	19	2
Brigham	42	6
Castle Dale	14	1
Cedar City	5, 17	5
Duchesne	31	1
Ephraim	28	2
Escalante	25	1
Fillmore	37	2
Green River	43	0.5
Heber	16	3
Hurricane	21	2
Hyrum	20	2
Kanab	44	1
Lehi	44	3
Loa	45	0.4
Logan	30, 32	12
Milford	32	1
Moab	20	1
Monticello	23	0.7

WACE

SPRINGFIELD, MASS.

(Licensed to Chicopee)

is happy to announce it is the latest Metropolitan Independent to appoint

INDEPENDENT METROPOLITAN SALES*

as its

National Sales Representative

Effective August 1, 1949

WACE is the

HIGHEST RATED STATION

in

Springfield

ALL AFTERNOON

(April 1949 Conlan Report)

General Manager: RALPH J. ROBINSON

AIMS

*KETTELL CARTER in Boston

TV VISITORS

Advertest Surveys Viewing

TUESDAY night is "visitors' night" in television set owners' social life, according to a survey made by Advertest Research, New Brunswick, N. J. In its latest issue of *The Television Audience of Today*, Advertest reports that guest viewing reaches its height on that night when 36.8% of all TV homes have visitors watching their video sets.

Chief reason for the popularity of Tuesday viewing among visitors is revealed in Advertest's second question to set owners. When asked which program guests come mainly to view, owners listed *Texaco Star Theatre* (NBC, Tuesday, 8-9 p.m.) as the most popular. The Texas Co. show was listed by 27.4%, the largest percent for any one show.

Advertest's study covers viewing after 6:30 p.m. It is based on 570 personal interviews conducted in television homes throughout the New York metropolitan area during the first 10 days of June. The low point for visiting, according to the survey, is Saturday night when only 6.1% of all television homes have guests. Average number of homes having guests each night is 19.8%.

CBS-TV Anniversary

CELEBRATING its 18th anniversary in television, CBS, on Thursday, July 21, will present a half-hour program, *Giant in a Hurry*, featuring Comedian-Songster Abe Burrows. To be telecast 9-9:30 on the CBS-TV network, the program will demonstrate the CBS methods of production, lighting, rear-screen effects and other techniques, all to be portrayed in narrative and song, augmented by special films, views of the control room and excerpts from the CBS motion picture "Television Today."

'BIG STORY'

Series Planned on WNBC-TV

AMERICAN Cigarette & Cigar Co., New York (Pall Mall cigarettes), through its agency Sullivan, Stauffer, Colwell & Bayles, New York, will sponsor its present NBC radio show *The Big Story*, in a TV version starting in the fall on WNBC-TV New York, Friday, 9:30-10 p.m. on alternate weeks.

The radio and video presentations of *The Big Story* are owned and packaged by Bernard J. Prockter.

	Channel No.	Pop. in Thousands
Nephi	12. 34. 38.	3
Ogden		44
Panquitch		2
Parowan		1
Price	11. 13	5
Provo	21. 24	18
Richfield		4
St. George		4
Salina		2
Salt Lake City	2. 4. 5. 7. 9	204
Tooele		5
Vernal		2
VERMONT		
Brattleboro		10
Burlington	15. 17	28
Montpelier	3. 20. 22	8
Newport		5
Rutland		17
St. Albans		8
VIRGINIA		
Charlottesville		19
Covington		6
Danville		33
Emporia		3
Fredericksburg	41. 45	10
Harrisonburg		8
Lexington		4
Lynchburg	14. 16	51
Martinsville		10
Norfolk-Portsmouth-Newport News	4. 10. 12. 25. 29	191
Norton		4
Petersburg		31
Pulaski		9
Richmond	3. 6. 8. 15. 17. 19	193
Roanoke	7. 10. 20. 22	69
Staunton		13
Suffolk		11
Waynesboro		7
Winchester		12
WASHINGTON		
Aberdeen		19
Bellingham	21. 23	29
Bremerton	39. 41	15
Centralia		7
Chehalis		5
Colville		2
Colfax		3
Ellensburg		6
Ephrata		1
Everett	43. 45	30
Goldendale		2
Grand Coulee		4
Kennewick		2
Longview		12
Metaline Falls		0.5
Moses Lake		0.3
Mt. Vernon		4
Olympia		13
Omak		3
Oroville		1
Pasco		4
Port Angeles	32. 34	9
Pullman		4
Puyallup		8
Republic		9
Ritzville		2
Seattle	4. 5. 7. 11. 14. 16	453
Sheldon		4
Spokane	2. 4. 5. 77	141
Sunnyside		2
Tacoma	9. 13	156
Vancouver		19
Walla Walla	6. 8. 10. 38	18
Waterville		0.9
Wenatchee		12
Yakima	31. 33	27
WEST VIRGINIA		
Beckley		13
Bluefield		21
Clarksburg		31
Charleston	8. 12. 30. 40	68
Elkins		8
Fairmont		23
Hinton		6
Huntington-Ashland	5. 25	79
Martinsburg		15
Montgomery		3
Parkersburg	43. 45	30
Sutton		1
Weston		8
Wheeling	7. 28. 41	61
WISCONSIN		
Antigo		9
Appleton		28
Ashland		11
Beloit		25
Eau Claire	27. 29	31
Fond du Lac		27
Green Bay	40. 42	46
Hayward		6
Janesville		23
Kenosha-Racine	32. 34. 36	116
Ladysmith		4
La Crosse	41. 43	43
Madison	14. 23. 25	67
Marshfield		10
Medford		2
Merrill		9
Milwaukee	3. 6. 8. 10	587
Praire du Chien		4
Rice Lake		6
Rhinelander		9
Oskosh	16. 31	39
Shawano		6
Sheboygan		41
Sparta		6
Stevens Point	24. 26	16
Superior-Duluth	3. 6. 8. 10. 12	136
Whitehall		1
Warsaw		27
Wisconsin Rapids		11
WYOMING		
Basin		1
Buffalo		2
Casper	3. 6. 8.	24
Cheyenne	11. 13. 14. 16	28
Cody	23. 25	3
Douglas		2
Evanston		4
Gillette		2
Green River		3
Hanna		1
Jackson		1
Kemmerer		2
Lander		3
Laramie	19. 21	11
Lusk		2
Midwest	32. 34	1
Newcastle		2
Pinedale		0.6
Powell		2
Rawlins		6
Rock Springs		10
Riverton	10. 18. 20	3
Sheridan	9. 11. 13. 15. 17	11
Sudance		0.7
Superior		1
Thermopolis		2
Torington		2
Wheatland	28. 30	2
Worland	31. 33	3

U. S. TERRITORIES—

ALASKA		
Anchorage	2. 7. 11. 13	3
Fairbanks	2. 4. 7. 9. 11. 13	3
Juneau	3. 8. 10	6
Ketchikan	2. 4. 9	5
Seward	4. 9	1
PUERTO RICO		
San Juan	7. 9. 11. 13	169
Mayaguez	2. 4	50
VIRGIN ISLANDS		
	3	25
HAWAIIAN ISLANDS		
Lihue, Kauai	3. 8. 10. 12	4
Honolulu. Oahu	2. 4. 7. 9. 11. 13	179
Wailuku, Maui	3. 8. 10. 12	7
Hilo, Hawaii	2. 4. 7. 9. 11. 13	23

BORDER COUNTRIES

(Note: Allocations below for Canada, Mexico, and Cuba are set forth only for illustrative purposes and to show effect on proposed U. S. Allocation Table of assignments which might be made in Canada, Mexico and Cuba.)

CANADA—

ALBERTA		
Calgary	2. 4. 10. 12. 14. 16. 18. 27	80
Lacombe	8. 29	2
Lethbridge	7. 20. 24	15
Medicine Hat	5. 15. 17	11
Red Deer	25	3
BRITISH COLUMBIA		
Chilliwack	12. 38	4
Cranbrook	17	3
Fernie	21	3
Kamloops	4. 42	5
Kelowna	13. 35	5
Nelson	6. 38	6
Penticton	18	5
Port Alberni	42	5
Prince Rupert	3. 7	—
Trail	11. 14	9
Vancouver-New Westminster	6. 8. 10. 15. 17. 29. 40. 44	297
Vernon	2. 42	5
Victoria	2. 27. 35	44
MANITOBA		
Brandon	5. 9. 11. 37. 40	17
Portage la Prairie	14	—
Winnipeg-St. Boniface	3. 6. 7. 13. 16. 18. 34. 36. 38	222
NEW BRUNSWICK		
Cambellton	12. 18	7
Edmundston	10. 37	7
Fredericton	9. 20	10
Moncton	17	23
New Castle	38	4
St. John	4. 6. 26. 28	52
St. Stephen	22	3
Sackville	8. 19	2
Woodstock	40	4
NOVA SCOTIA		
Amherst	36	9
Antigonish	9. 16	2
Bridgewater	10. 33	3
Halifax	3. 5. 12. 27. 29. 31. 39	70
Kentville	15	4
Sydner	18. 20	28
Truro	25	10
Windsor	23	3
Yarmouth	13. 24	8
ONTARIO		
Belleville	28	16
Brantford-Simcoe	20	38
Brockville	45	11
Chatham	19	17
Cornwall	36	14
Fort Frances	5. 28	6
Guelph-Kitchener-Galt	37	74
Haileybury	21	2
Hamilton	6. 29. 15	166
Kenora	9. 19	8
Kingston	26	30
Kirkland Lake	3. 16	20
London-St. Thomas	10. 35	95
North Bay	2. 27	16
Oshawa	24	29
Orillia Junction	3. 14	20
Ottawa-Hull	7. 9. 11. 14. 16	155
Owen Sound	8. 30	14
Pembrooke	4. 31	11
Peterborough	38	25
Port Arthur-Fort William	2. 4. 19. 22. 24	24
St. Catherine-Niagara Falls	34	51
Sarnia	44	19
Sault Ste. Marie	2. 12. 22	26
Stratford	23	17
Sudbury	5. 7. 23. 25	32
Timmons	6. 19	29
Toronto	9. 11. 13. 42. 40	667
Windsor	9. 31. 41	105
Wingham	33	2
Woodstock	26	12
PRINCE EDWARD ISLAND		
Charlottetown	13. 14	15
Summerside	11. 21	5
QUEBEC		
Amos	20	3
Chicoutimi	2. 12. 20	16
Granby	27	14
Hull Ottawa	14. 16	33
Jonquiere	22	14
Matane	14	5
Montreal	2. 5. 8. 10. 12. 42. 44	903
New Carlisle	2. 16	—
Quebec	4. 6. 7. 9. 11. 14. 16	151
Riviere duLoup	5. 26	9
Rimouski	3. 23	7
Roberval	27	3
Rouyn	14	4
St. Hyachinthe-Drummondville	29	18
Ste. Anne de la Pocatiere	13. 24	1
Shawinigan Falls	7.5	20
Sherbrooke	43. 45	36
Sorel	18	12
Three Rivers	23	42
Val d' Or	18	—
SASKATCHEWAN		
Moose Jaw	4. 7. 14. 16	21
North Battleford	12. 22	5
Prince Albert	25	13
Regina	2. 5. 9. 21. 24. 26. 35	58
Saskatoon	6. 8. 15. 20	43
Swift Current	28	16
Waterous	11. 18	1
Yorkton	12. 17	6

MEXICO—

BAJA CALIFORNIA		
Tijuana	10. 12	—
Mexicali	11. 7	—
SONORA		
Nogales	13	—
Hermosillo	2	—
Ciudad Obregon	3	—
Navojo	5	—
CHIHUAHUA		
Chihuahua	2	—
Hidalgo del Parral	3	—
Juarez	11. 13	—
COAHUILA		
Monclova	5	—
Saltillo	4	—
NUEVO LEON		
Monterrey	2. 6. 10. 12	—
TAMPAULIPAS		
Nuevo Laredo	11. 13	—
Matamoros	7	—

CUBA—

Havana-Matanzas-Las Villas Provinces 3. 6. 7. 9. 11. 13 —

IN CINCINNATI, WHAT STATION HAS THE LOWEST COST PER THOUSAND?

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

I. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

for NETWORK CALIBRE PROGRAMS

... at local station cost

See your station representative or write

LANG-WORTH feature programs, inc.

113 W. 57th ST., NEW YORK 19, N. Y.

Dick Grahl of William Esty says:

(BROADCASTING'S 1949 Marketbook and Spot Rate Finder) . . . *Highly useful and a great time saver for arriving at estimated costs. It is something I have personally advocated for several years.*

FACTS ABOUT BROADCASTING'S 1949 MARKET BOOK AND SPOT RATE FINDER

Market Data

To be Published by States and Counties

(1) 1949 state and county BMB figures on total families, radio homes, percentage of radio homes per county (these are the latest figures available and haven't been released anywhere).
(2) 1948 retail sales by states and counties (latest available).
(3) Latest taxable payroll figures by states and counties.
(4) Latest employment figures available by states and counties.
(5) Latest manufacturing figures by counties and states.
(6) State and county maps, showing station locations as of July 1, 1949.
(7) State statistics on total families, radio families, percentage of radio families, retail sales, telephone homes, employment, bank deposits, postal receipts, income payments.

Spot Rate Finder Data

(1) Day and night one-time rates for all AM, FM, TV stations, including station break, 1 minute, 5 minute, 15 minute, half hour, hour.
(2) Average one-time day and night rates for network affiliated stations in each city.
(3) Average day and night rates for all independent stations in each city.
(4) Listing by city and station of its power, frequency, station rep., network, total families, radio families, percentage of radio families, available surveys.
(5) Day and night one-time rates for all regional networks by stations.
(6) Day and night rates for all networks by affiliates.
(7) Day and night rates by geographical divisions and population groups.

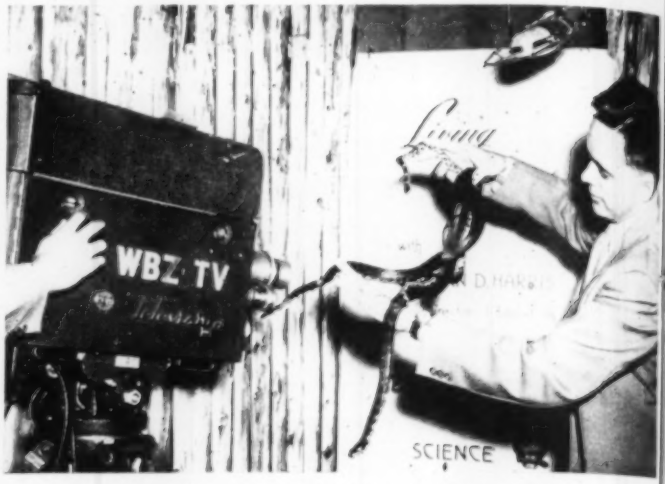
BROADCASTING's 1949 Marketbook and Spot Rate Finder will be in the mails Aug. 15. Distribution of 17,500, covering every important national and regional radio agency and advertiser, assures maximum advertising effectiveness. Advertising deadline is mid-July but this can be extended if necessary. Position in state sections guaranteed. Regular rates prevail. Sizes from 1/16th page to spread in color acceptable.

Wire Space Reservations Collect Today

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

ANIMALS ON PARADE

Sponsored on WBZ-TV By First National Bank



Boston viewers get a real closeup of a handful of local snakes as Dr. Harris conducts a Living Wonders *show.*

* * *

LIVE ANIMALS loose in the studio are keeping televiewers glued to their seats—and sets—in the Boston area these days as a venerable Hub bank continues its efforts, via video, to make watchers "think first about the First National Bank of Boston."

An all-snake program, presenting for the first time all the poisonous and non-poisonous snakes in New England, was a recent dramatic offering in the *Living Wonders* show — Wednesday, 6-6:30 p.m., on WBZ-TV Boston. Others have included birds winging their way before the cameras, boa constrictors, owls, weasels, a bear cub and a baby fox.

"Frank Buck" of the program is Norman D. Harris, director of education of the Boston Museum of Science, who provides plenty of exciting and entertaining moments as he helps viewers conquer their fear of animals and acquire new fields of interest.

Second half of the program features Dr. James Austin of the Massachusetts Institute of Technology who interviews people connected with weather problems, such as harbor pilots, highway commissioners and even an atom bomb pilot.

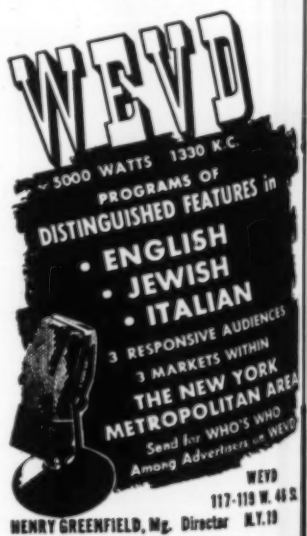
Bank Sponsored

The show, first live half-hour video series in Boston, is the latest acquisition of the TV-minded First National Bank of Boston, which has been steadily increasing its television time since it started with a sports newsreel on WBZ-TV last summer.

Not looking for "immediate results," the bank is using TV to "get acquainted with it" and to test it as a suitable medium for institutional service advertising. Commercials on the *Living Wonders* series, currently for automobile financing, consist of two 30-second silent films with live audio. Programs are under the direction of Jack Wright, radio and TV director of BBDO, Boston, with Al Hartigan producing.

Other video shows which the bank is now sponsoring, also on WBZ-TV, include *Weather or Not*, a five-minute live weather series four nights a week at 6:15 p.m., and *Television Closeups*, five minutes of newsreel clips on weekends before the baseball games. The institution also is planning to use a series of 14 20-second semi-animated weather spots which it has just completed at a cost of $6,500.

BROADCAST Equipment Section of RCA Engineering Products Dept. is making available to broadcasters an eight-page descriptive brochure giving comprehensive information on RCA TV 35mm projector.



KLAC-TV VOTE
Ordered by NLRB

WITH two labor unions claiming to represent engineering and program department employes at KLAC-TV Los Angeles, the National Labor Relations Board last Tuesday directed that secret ballot elections be held within 30 days to settle the issue.

The employes will vote in two groups, one comprising engineering department workers at KLAC-TV's studios in Los Angeles and its transmitter station on Mt. Wilson, including the projectionist and the set lighting electricians, and the other made up of those working in the program department as set designers, set decorators, scenic artists, sign painters, show card artists, stage carpenters, set erectors, property men, prop makers, stage managers and makeup artists.

The two unions involved in the KLAC-TV dispute are Broadcast, Television, Recording Engineers, Local 45, International Brotherhood of Electrical Workers (AFL) and the International Alliance of Theatrical Stage Employes and Moving Picture Operators. IBEW seeks to represent a single unit composed of all employes in the engineering and program departments. IATSE contends there should be two units, one including engineering department employes, the other program department employes and the projectionist and set lighting electricians.

CBS TV Recording

WITH the installation of their television recording equipment at 6107 Sunset Blvd., CBS Hollywood last week began preliminary television recording tests. Equipment installed to date includes eight recording units, four to be used for audio channels, and four for video recording. Les Bowman, manager of technical operations for CBS Western Division, and Herbert Prangborn, Western Division facilities engineer, supervised tests.

CHNS

HALIFAX NOVA SCOTIA

A CAPITAL Station

In A CAPITAL City gets

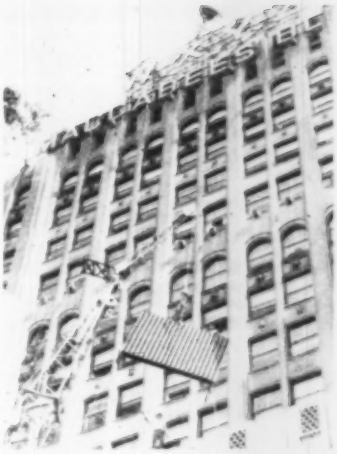
You CAPITAL Results!

Ask

JOS. WEED & CO.

350 Madison Ave., New York

P.S. We now have our 5000 Watt Transmitter in operation!



WORKMEN install first panel of what is said to be largest Trans-Lux news sign in world for WXYZ WXYZ-TV Detroit on 15th floor of Maccabees Bldg. Sign is formed by 12 panels weighing more than one ton each. It will be visible north and south on Woodward Ave., Detroit's main artery, for three-quarters of a mile and will carry news, time, temperature, station promotion and advertising, WXYZ reports. Station plans to operate sign six days a week.

'EYE APPEAL'
Spot Draws 1,239 Requests

ONE announcement aired on an afternoon television show over WTMJ-TV Milwaukee has drawn 1,239 requests thus far, the station has reported. The offer was made on the Breta Griem show, *What's New in the Kitchen* from 4-4:30 p.m.

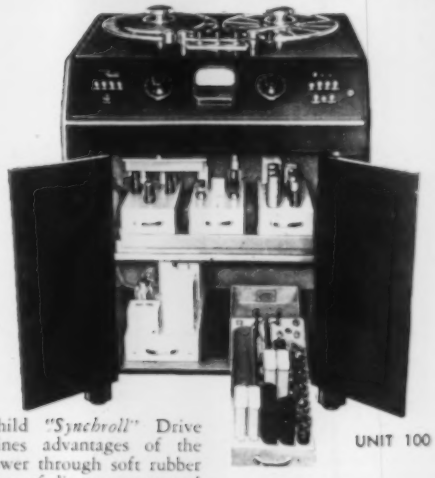
In the one-minute announcement Otto L. Kuehn Co., Milwaukee wholesale grocer, offered a free plastic whiskbroom, "Whisk-Off," which retails for 29¢, and displayed the product. Total of 232 requests was received in the first morning's mail alone. No other medium was used by the sponsor.

WTVN Rate Card

WTVN (TV) Columbus, Ohio, preparing to begin programming on Channel 6 (82-88 mc), has announced that its rate card No. 1 will go into effect Oct. 1, 1949, and advertisers will be guaranteed rate protection for six months. One-time rate ranges from $18 for an announcement of one minute or less to $150 for an hour of Class A time (week days 6-11 p.m. and Sundays 12 noon-11 p.m.). Rates in the one-time category for Class B time (week days 7 a.m.-6 p.m. and Sundays 7 a.m.-12 noon) range from $12 to $90. WTVN is owned by Picture Waves Inc., Columbus. Edward Lamb is president.

RAYTHEON Mfg. Co., New York, has introduced the "Voyager," portable TV receiver which operates on AC or DC current.

TAPE OR DISK
YOU CHOOSE FAIRCHILD FOR TOP PERFORMANCE



UNIT 100

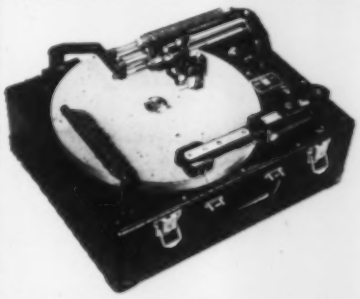
★ The Fairchild *"Synchroll"* Drive System combines advantages of the transfer of power through soft rubber idlers with those of direct gear control of the capstan. This unique development of Fairchild results in a *no-slip synchronous* tape drive.

★ High Frequency Flutter causes roughness in a reproduced sine wave tone. *Smooth motion* in the Fairchild Tape Recorder is apparent in the *cleanliness* of simple musical tones.

★ Hum problems are generally recognized as inherent in magnetic recorders. The high efficiency of Fairchild Playback Head design and amplifier construction results in a hum measurement at least *68 db down.* (ref. 2% distortion).

THE FAIRCHILD PROFESSIONAL TAPE RECORDER easily outperforms requirements set by NAB Standards. Features include: "plug-in" type construction, both mechanical and electrical, for uninterrupted service; interlock system to prevent accidental erasing; volume indicator and circuit metering; adjustment of playback head during operation for optimum performance with all tapes; simultaneous monitoring from the tape during actual recording. Major network and recording studios are using Fairchild Tape Recorders. Write for complete information.

FAIRCHILD SYNCHRONOUS DISK RECORDERS



ACCURATE PROGRAM TIMING—Synchronous direct to the center gear drive for shows "on the nose".

FREEDOM FROM WOW—No slippage. No musical pitch change to make listeners aware the show is transcribed.

SOUND ON FILM DUBBING—Many of the motion picture sound tracks you hear and enjoy are first recorded on Fairchild Synchronous Disk Recorders.

Above are some of the features that have gained FAIRCHILD the reputation for the finest in recording equipment. Fairchild Synchronous Disk Recorders are manufactured in 3 models; Unit 523 for the finest fixed studio installation; Unit 539K for the small budget studio; Unit 539G (shown above) for console performance in a portable unit. Maintain your reputation for making the finest transcriptions and masters with Fairchild equipment. Write for illustrations and complete specifications.

Fairchild

RECORDING EQUIPMENT CORPORATION

154TH STREET AND 7TH AVENUE, WHITESTONE, L. I., N. Y.

Who Said Summer Is Loafing Time For School Folk?

Everybody always figures that school people have it pretty easy—nine months of work and three months of rest.

Not for "school people" at WLS. When summer comes, Mrs. Josephine Wetzler and the staff of the duPont Award-winning series, "WLS School Time," can stop writing scripts and producing programs, but not to rest. For immediately comes the job of planning the entire fall semester's curriculum and outlining each broadcast for the printed schedule which must go to thousands of teachers throughout Illinois, Indiana, Michigan and Wisconsin **before** school starts.

Staff conferences to strengthen programs and develop new ideas, meeting with educators, talks before groups, preparation of "School Time" exhibits for three State Fairs—all these make summer the **busy** time for the folks who prepare "School Time" as a WLS service to half a million boys and girls in Midwest schools.

WLS
25 years of service
Chicago 7

Represented nationally by John Blair

Adv

Commercial

HENRY J. DAVIS, promotion manager for WTRC Elkhart, Ind., has been appointed commercial manager. He succeeds **RICHARD W. HOLLOWAY.**

HAROLD R. WALKER has been appointed commercial sales manager of WDIA Memphis, Tenn. Veteran of 15 years experience, Mr. Walker also has been with WSAI and WCPO, both Cincinnati, and formerly was commercial manager at WISH Indianapolis and WMPS Memphis.

Mr. Walker

JAMES ALEXANDER has been appointed exclusive representative for CFBC St. John, N.B.

THE BRANHAM Co., New York, has been appointed national representative for WABB Mobile, Ala., effective immediately.

SELMA R. OSTERMAN, recently promotion writer with ABC, New York, has joined KBYR Anchorage, Alaska, as account executive.

KEITH S. CHASE has been appointed sales manager of CFPL London, Ont.

ED DENNIS has been appointed sales manager for WHB Kansas City, Mo. Mr. Dennis has been with WHB as sales representative since 1931 with exception of service in Navy.

Mr. Dennis

JEROME M. WARREN, formerly of Leeds Ltd., New York, has joined WFIL Philadelphia staff, assigned to sales, sales service and business development.

G. NORRIS MACKENZIE, formerly with All-Canada Radio Facilities Ltd., Toronto, CJCA Edmonton, CKWX Vancouver, and CKOC Hamilton, has been named sales manager of Bryant Press, Toronto, effective Aug. 1.

DAVID MONSON, staff announcer for WCAL and WCAL-FM Northfield, Minn., has been named commercial manager. He replaces **ROLLAND FENZ**, resigned.

Mr. Monson

J. NEWTON YATES has joined KAGH Pasadena, Calif., as account executive. **VIRGINIA O'LAUGHLIN** also has joined station as office manager to replace **JEAN HUGHES**, resigned.

ZEKE WHITE, former announcer-salesman for KSUE Susanville, Calif., has been appointed station's commercial manager.

JIM DODD, U. of Georgia graduate and former staff announcer at WGAU Athens, Ga., has joined sales staff of WCON Atlanta, Ga.

M. E. GREINER Jr., editor of *Swing* magazine and former promotion, publicity and advertising director for WHB Kansas City, Mo., has been appointed client service manager for WHB.

LYNN JOHNSTON, formerly general manager of KAGH Pasadena, Calif., has joined KWKW same city as salesman.

U. A. (Jake) LATHAM has been appointed general sales manager for WKRC-TV Cincinnati. Mr. Latham had been in similar capacity with AM outlet WKRC since 1944. He will sever his sales connection with WKRC and devote his entire time to local and national sales of the television affiliate. Mr. Latham joined WKRC as local sales manager in 1935 after working as salesman for General Motors.

Mr. Latham

CANADIAN RATINGS
American Programs Lead

AMERICAN NETWORK programs lead for the first 10 places in June national Canadian ratings released by Elliott-Haynes Ltd., Toronto. *Radio Theatre* continues to lead the list with rating of 29.3, followed by Bob Hope 22.1, *Ozzie & Harriet* 21.4, *King's Men* 19.9, *Ford Theatre* 19.3, Fred Allen 19.3, *My Friend Irma* 18.1, *Album of Familiar Music* 16.4, Milton Berle 16.4, and *Mystery Theatre* 16.2.

American network shows also lead the daytime field, first five being *Ma Perkins* 15.2, *Pepper Young's Family* 15.1, *Big Sister* 14.7, *Aunt Lucy* 14.6, and *Right to Happiness* 14.2.

Leading French-language evening shows in June were headed by *Un Homme et Son Peche* 36, *Metropole* 30.8, *Radio Carabin* 27.3. *Ceux qu'on Aime* 24, and *Rollande et Robert* 22.1. Leading French daytime shows were *Rue Principale* 26.8, *Jeunesse Doree* 25.8, *Grand Soeur* 22.6, *Maman Jeanne* 20.5, and *Quart d'Heure de Detente* 19.5.

Resuming Blackstone

NINE stations have obtained resumption schedule for *Blackstone Magic Detective*, quarter-hour once-weekly transcribed series produced by Charles Michelson Inc. New York, the producing firm announced last week [BROADCASTING, July 11]. The stations are: WJTN Jamestown, N. Y.; WHBS Huntsville, Ala.; KORE Eugene, Ore.; WKLF Clanton, Ala.; WRFS Alexander City, Ala.; WLEA Hornell, N. Y.; WMAJ State College, Pa.; KLMR Lamar, Col.; and WIDE Biddeford, Me. Series is offered on a co-op 50-50 basis for the Blackstone Washing Machine Co.

AFRA Convention

AMERICAN FEDERATION of Radio Artists (AFL) will hold its annual conclave at the Palace Hotel, San Francisco, Aug. 25-28, with Clayton Collyer and Virginia Payne (Superman and Ma Perkins) presiding as president and vice president, respectively.

In
Altoona, Pa.,
It's
ROY F. THOMPSON
and
WRTA
A prize radio combination in the rich industrial market of Central Pennsylvania.
Represented by
ROBERT MEEKER ASSOCIATES

Production

ALLEN HUNDLEY Jr., formerly with Research Dept. at MBS New York, has been appointed program and production director at KSLO Opelousas, La.

WILLIAM A. LUNDQUIST has been appointed program director at WCAL and WCAL - FM Northfield, Minn. Mr. Lundquist had served as news editor and prior to that as chief announcer for WCAL. He replaces DAVID JOHNSON, who has been elected public relations director for St. Olaf College in Northfield.

Mr. Lundquist

BETTY JEAN MULLIGAN of WBT Charlotte, N. C., will handle traffic for WBTV, station's new television outlet. JERRY PATTERSON, formerly in charge of transcriptions for WBT, will direct program screening and filing for WBTV, which is to begin operations July 15.

PETE IHM, formerly radio director for Lowe Runkel Co. Adv., Oklahoma City, has been named continuity chief for KSAL Salina, Kan. Mr. Ihm replaces BILL MATHERS, who has become copy writer with Rogers & Smith Agency, Kansas City, Mo. Other new additions to KSAL continuity staff are PATSY DAVIS and KEN JENNISON, both graduates of radio department at Kansas State College, Manhattan. KEN ROWLAND, formerly with WTUX Wilmington, Del., has joined station's announcing staff.

BOB DANIELS, formerly of WSBR and WDSM, both Superior, Minn., has joined KDAL Duluth announcing staff. Mr. Daniels also is an engineer.

MARGARET MOLLARD, formerly of a Pittsburgh advertising agency, has joined WCAE Pittsburgh in continuity department.

STAN JONES and FOULGER EDINGTON have joined production staff of CKOV Kelowna, B.C.

KAL ROSS, formerly sports director and disc jockey at WNDR and WHEN-TV, both Syracuse, N. Y., has joined WPWA Chester, Pa. Mr. Ross will handle sports, a disc show and staff assignments.

HAROLD W. STARK, formerly of WGN Chicago, has joined announcing staff of WBBM Chicago.

ROBERT A. REINHART has been appointed program director and FRANK E. ARMSTRONG production manager of CFPL London, Ont.

BOB GRANT, formerly of WSBC Chicago, has joined announcing staff of WBBM Chicago. He also was with WBEZ and WOAK Chicago and WILL, U. of Illinois station. MARK RUSSELL also has joined WBBM staff as producer, and is directing and producing *The Chicagoans*, aired on CBS.

ADELE SAGANOWICZ, formerly of CHNO Sudbury, Ont., has joined continuity writing staff of CHUM Toronto.

T. E. PAISLEY Jr., traffic manager of WFIL Philadelphia since December 1945, has been appointed assistant program director.

DOROTHY MYER has joined continuity staff at WHBF Rock Island, Ill. Miss Myer, recent graduate of the U. of Iowa speech school, Iowa City, formerly worked at WTAD Quincy, Ill. FRED GORDON, formerly of KROS Clinton, Iowa, has joined announcing staff of WHBF.

WILF COLLIER, formerly manager of CJNB North Battleford, Sask., has joined CKY Winnipeg as production manager.

DONALD W. MEYERS, formerly with WSAI Cincinnati has joined announcing a staff of WHBC Canton, Ohio.

FRANKLIN BUTLER, former head of radio department at U. of Georgia's Henry W. Grady School of Journalism, Athens, Ga., has been appointed to handle production for WRFC Athens.

JOE HURLEY has joined WOL Washington as relief announcer, handling general staff duties.

YOLANDE CHEVRIER has joined production staff of CKSF Cornwall, Ont. Miss Chevrier recently received her B.A. from U. of Ottawa.

PAUL RAYMON, chief announcer for WJRD Tuscaloosa, Ala., has been granted leave of absence for treatment of throat irritation.

LEO SELTZER, documentary film producer-director, has joined WNYC-TV New York as production supervisor. Mr. Seltzer won 1943 Hollywood Academy Award for *First Steps*, film on physically handicapped children.

LARRY BERG, program director for KPAB Laredo, Tex., is the father of a boy.

ARTHUR LEWIS, production manager for WOWO Fort Wayne, Ind., is the father of a girl, Linda Zain.

ADELE PAGE, continuity writer at WHBF Rock Island, Ill., and Lt. (jg) Edward A. Boyd have announced their marriage.

MARILEE CARLSON, program director of WITH Baltimore, and Tom Considine have announced their marriage.

EDITORIALS

WHAS' Oberlin Airs Views

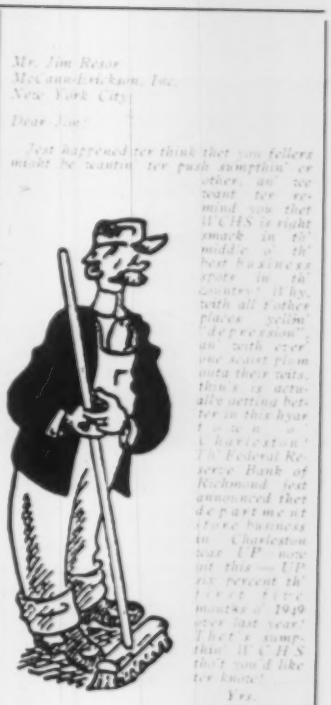
RADIO listeners of WHAS Louisville were accorded an objective trade analysis of the significance of the recent FCC opinion on editorializing July 4 when News Director Dick Oberlin devoted his Independence Day newscast to the subject of radio freedom and probable course of his program in view of this new prerogative. Pointing out that FCC's ruling constituted "the first step toward removing from radio the shackles in which it has been chained," Mr. Oberlin reviewed the original Mayflower decision and its effect on newscasts as well as recent revocation and attendant connotations arising from the yardstick of "fairness."

Some excerpts from his newscast:

> We still are not going wildly off into the blue yonder carrying torches editorially. We are not going to be unfair. We are going to change our policy little, if at all. . . . We have done in the past pretty much what we plan to continue to do. . . . Some stations announced they would . . . broadcast editorials. Others said they'd stick to news. There is a real danger, of course, in any editorial. You're certainly going to make some people mad. . . . It would be a sorry commentator, though, who didn't make somebody mad now and then. . . . We will continue, where we feel thoroughly familiar with a situation, to report [it] in full . . . and make interpretations and observations on it. . . .

Mr. Oberlin, whose program is titled *Oberlin's Observations*, noted the editorializing right is "grossly abused" in certain newspapers, then added: "No responsible newsman does that. He may write an editorial about a subject, and plug vigorously for what he thinks is right—but he won't ignore some right and justice on the other side, either. An editorial should be tempered to the subject."

Because we SELL—
We're 65% SOLD!
WGRD
GRAND RAPIDS, MICH.



SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

25 YEARS

of continuous service to Roanoke and Southwest Virginia, and our 20th consecutive year with CBS.

1924—1949

WDBJ CBS • 5000 WATTS • 960 KC
Owned and Operated by the TIMES WORLD CORPORATION
ROANOKE, VA
FREE & PETERS, INC., National Representatives

FREE

to subscribers

BROADCASTING '49 MARKETBOOK

featuring

SPOT RATE FINDER

(Compute campaign costs instantaneously)

IF you are a BROADCASTING subscriber on August 15 you will receive this fact-packed MARKETBOOK as Part II of the regular weekly issue. Here, in one comprehensive volume are *all* the essential facts and spot rate figures for buying/selling AM, FM, TV time.

SELLS SEPARATELY FOR $1.00

NOW ... and until August 15 a regular BROADCASTING subscription includes:

- **$5.00 Yearbook, 1950**
- **$1.00 MARKETBOOK**
- **52 weekly issues**

All for $7.00

(Add $1.00 Canadian or foreign postage)

MAIL COUPON TODAY

Enter my BROADCASTING subscription immediately so I'll receive 52 weekly issues, 1949 MARKETBOOK and 1950 Yearbook in January.

NAME

STREET

CITY ZONE STATE

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PLEASE BILL ME ☐

BROADCASTING • TELECASTING
National Press Bldg.
Washington 4, D. C.

ACTIONS OF THE FCC

JULY 9 to JULY 14

CP-construction permit | **ant.-antenna** | **cond.-conditional**
DA-directional antenna | **D-day** | **LS-local sunset**
ERP-effective radiated power | **N-night** | **mod.-modification**
STL-studio-transmitter link | **aur.-aural** | **trans.-transmitter**
synch. amp.-synchronous amplifier | **vis.-visual** | **unl.-unlimited hours**
STA-special temporary authorization | **CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new-station and transfer applications.

July 8 Decisions . . .

BY COMMISSION EN BANC

Hearing Designated

Lakes Area Bcstg. Co. Pryor, Okla.—Designated for hearing application CP new station on 1570 kc 250 w D.

Petition Denied

KLX Oakland, Calif.—Petition denied requesting removal from hearing, leave to amend and reconsideration and grant of application for CP to increase power from 1 kw to 5 kw, install new trans. change location, and install DA. On motion, Commission amended order Jan. 31, 1948 designating application for hearing to delete issues 1 and 3 and to remove KALL Salt Lake City Bcstg. Co. Inc., and KVAN Vancouver Radio Corp., as parties to proceeding; scheduled hearing for Aug. 5.

Hearing Designated

George R. Winston, Cisco, Tex., and KSTV Stephenville, Tex.—Designated for consolidated hearing application of G. R. Winston for new station on 1250 kc 250 w D and KSTV to change facilities from 1510 kc 250 w D to 1240 kc 250 w unl.; made KXOX Sweetwater, Tex.; KORA Bryan, Tex.; KVSO Ardmore, Tex.; and KWXT Waco, Tex., parties to proceeding.

Petition Granted

Rock River Valley Bcstg. Co. Watertown, Wis. and WEXT Milwaukee, Wis.—Granted petition to amend application for CP for new station to specify 1580 kc 250 w D instead of 920 kc 250 w D and removed from hearing; further on Commission's motion, removed from hearing docket application of WEXT to change present facilities from 1430 kc to 920 kc.

Hearing Designated

WECW Mayaguez, P. R.—Designated for hearing application for CP to change from 1490 kc 250 w unl. to 1300 kc 1 kw unl. DA-N, install new trans. equipment, in consolidation with renewal application previously designated for hearing and amended said order.

WBRK Pittsfield, Mass.—Designated for hearing application for CP to change from 1340 kc 250 w unl. to 610 kc 1 kw unl. DA-N, install new trans. and change location; made WROW Albany, N. Y. and WIP Philadelphia, Pa., parties to proceeding.

Petition Denied

KTBS Shreveport, La.—Denied petition KTBS insofar as it requests application for mod. CP be removed from hearing; petition granted insofar as it requests action on said application be withheld; further ordered that hearing now scheduled for July 21 be continued indefinitely pending final disposition of application of WOR New York, N. Y.

Action Set Aside

Middle West Bcstg. Co. Inc., St. Paul, Minn.—In accordance with Dec. 20, 1948 opinions of U. S. Court of Appeals for District of Columbia. Commission set aside action Dec. 5, 1946 in granting CP for new station KIDS on 700 kc 1 kw D and placed same in pending file with others pending decision concerning daytime or limited time operation on 1-A or 1-B frequencies.

Grant Set Aside

Oklahoma Agricultural & Mechanical College, Stillwater, Okla.—Set aside grant of Nov. 14, 1946 of CP new station KAMC on 840 kc 10 kw D and mod. and placed same in pending file.

Special Authority

Columbia Bcstg. System Inc.—Granted application for mod. of current authority to transmit to Canadian affiliates to include recent addition CJAD Montreal.

Hearing Designated

Metropolitan Bcstg. Co. of Milwaukee, Wis., Belle City Bcstg. Co., Racine, Wis.—Designated hearing to begin July 27 applications of Metropolitan Bcstg. Co., of Milwaukee for new station on 1470 kc 500 w D and Belle City Bcstg. Co. for new station on 1460 kc 500 w

Petition Denied

WQXR New York— Denied petition for interim relief filed by WQXR by refusing to allow WPTR Albany, N. Y. to start program test operation pending determination by U.S. Court of Appeals for District of Columbia Circuit of No. 10,301, Interstate Bcstg. Co. Inc. vs. FCC; further ordered that effective date of any authorization given WPTR to commence program tests in accordance with CP granted shall be postponed until 14 days from issuance of order, in order to enable Interstate to apply promptly to said court for judicial stay order, if it desires to do so, and to enable consideration of such petition prior to date of actual commencement of program tests.

Oral Argument

Home News Pub. Co., New Brunswick, N. J.—On request, ordered that oral argument on exceptions filed to proposed decision in proceeding on application for CP now scheduled for July 18, be continued to date to be set by subsequent order of Commission.

Set Aside for Oral Argument

WTNB Birmingham, Ala., and Johnston Bcstg. Co., Birmingham, Ala.—Ordered that petition WTNB for leave to amend application and for final grant thereof and motion of Johnston Bcstg. Co. requesting final grant of application be set down for oral argument Sept. 26 on all issues presented therein; further ordered that on question of authority of Commission to permit amendment requested, parties direct argument, and supplemental briefs, if they desire to file such briefs to such legal authorities as may be pertinent; further ordered that Grand City Bcstg. Co., St. Cloud Bcstg. Co., Hamtramck Radio Corp. and Atlas Bcstg. Co. are authorized to participate in oral argument.

July 11 Decisions . . .

ACTION ON MOTIONS

By Comr. Jones

WJAX-TV Jacksonville, Fla.—Hearing scheduled on application for additional time complete construction of WJAX-TV for Sept. 19.

Essie Binkley West, Riverside, Calif.—Dismissed without prejudice application.

Texas Star Bcstg. Co., Dallas, Tex.—Extended time to July 27 within which to file reply to exceptions to proposed decision in proceeding upon application and KTRH Houston.

Corn Palace City Radio Corp. Mitchell, S. D.—Dismissed application.

KURV Edinburg, Tex.—Granted continued hearing in proceeding on applications of KURV et al hearing continued to July 27.

FCC Acting General Counsel—Extended time to Aug. 11 to file exceptions to initial decision in proceedings on application of Sarkes Tarzian, Bloomington, Ind., for renewal of license.

Hamtramck Radio Corp. and Atlas Bcstg. Co., Hamtramck, Mich.—Extended date for filing proposed findings and conclusions in proceeding on applications; time extended to July 27 by Examiner Hutchison.

WGLN Glens Falls, N. Y.—Continued hearings on applications of WGLN and Richard O'Connor, Saratoga Springs, N. Y. to Sept. 14 at Washington. By Examiner Hutchison.

Jackson Associates Inc. Attleboro, Mass.—Extended time to July 30 in which to take action under Sec. 1.85 By Examiner Smith.

Surety Bcstg. Co. Charlotte, N. C.—Amended application so as to specify therein certain technical characteristics relating to calculated parameters and horizontal and vertical patterns of DA system proposed; reopened record in proceeding, accepted amendment and closed record. By Examiner Bond.

Piedmont Bcstg. Co. Greenville, S. C.—Extended time to take action under Sec. 1.852, and time within which petition for waiver of initial or recon-

(Continued on page 62)

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
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FCC Actions

(Continued from page 60)

mended decision in accordance with Sec. 1.852 is extended to and including Aug. 4. By Examiner Bond.

WWST Wooster, Ohio—Continued hearing on application for mod. of license to Aug. 1 at Washington. By Examiner Hutchison.

July 8 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KAST Astoria, Ore.—Mod. CP new AM station to change frequency, increase power etc. for extension of completion date.

KULE Ephrata, Wash.—Mod. CP new AM station for extension of completion date.

License for CP

WNNT Warsaw, Va.—License to cover CP new AM station.

AM—920 kc

WEXT Milwaukee—CP AM station to change from 1430 kc 1 kw D to 910 kc 1 kw unl. DA-1 AMENDED to request 920 kc 1 kw unl. DA.

License Renewal

Request for license renewal AM station: WMFT Florence, Ala.; KTXJ Jasper, Wyo.

Modification of CP

Mod. CP new FM station for extension of completion date: KRCC Richmond, Calif.; WIOD-FM Miami, Fla.; WNAV-FM Annapolis, Md.; WPLO Memphis, Tenn.; KYBS Dallas, Tex.; WRR-FM Dallas.

License for CP

License to cover CP new FM station: WMGY-FM Montgomery, Ala.; WLAD-FM Danbury, Conn.

License Renewal

Request for license renewal new FM station: WOTW-FM Nashua, N. H.; WMCK-FM McKeesport, Pa.; WHAD Madison, Wis.

TENDERED FOR FILING

SSA—660 kc

KFAR Fairbanks, Alaska—Request for extension SSA on 660 kc 10 kw unl.

AM—1380 kc

WAMS Wilmington, Del.—Mod. license to change from 1380 kc 1 kw ST with WAWZ to 1380 kc 1 kw unl.

AM—730 kc

WFAK Charleston, S. C.—CP to change from 730 kc 1 kw D to 730 kc 1 kw-D 100 w-N.

APPLICATION DISMISSED

Fairhaven, Mass.—Continental Broadcasting Service Inc. DISMISSED July 1 application for CP new AM station 1340 kc 250 w unl.

APPLICATION RETURNED

WWHG Hornell, N. Y.—RETURNED July 5 license to cover CP

CP CANCELLED

WBBB Burlington, N. C.—Mod. CP for increase in power etc. CANCELLED June 30 request for extension of completion date.

July 11 Applications . . .

ACCEPTED FOR FILING

License for CP

License for CP new AM station: WKBS Oyster Bay, N. Y.; KELT Electra, Tex.

WFMD Wilmington, N. C.—License for CP AM station for increase in power, change frequency etc.

AM—1340 kc

William N. Greer, Charlotte Amalie, Virgin Islands—Application new AM station 1340 kc 50 w unl. AMENDED to request 1340 kc 250 w unl.

AM—980 kc

KICA Clovis, N. M.—CP to change from 1240 kc 250 w unl. to 980 kc 1 kw unl. DA AMENDED to request 980 kc 1 kw DA-N.

SSA—660 kc

KFAR Fairbanks, Alaska—Request for extension SSA on 660 kc 10 kw unl.

AM—1380 kc

WAMS Wilmington, Del.—Mod. license to change from 1380 kc 1 kw ST with WAWZ to 1380 kc 1 kw unl.

Modification of CP

Mod. CP new FM station for extension completion date: WJMJ-FM Philadelphia; WTOL-FM Toledo, Ohio.

License for CP

License to cover CP new FM station: WFMW Madisonville, Ky.; WCPO-FM Cincinnati.

Modification of CP

WSAZ-TV Huntington, W. Va.—Mod. CP new commercial TV station to change ERP from 18.2 kw vis. 9.1 kw aur. to 13.4 kw vis. 8.2 kw aur.

WJIM-TV Lansing, Mich.—Mod. CP new commercial TV station to change ERP from 20.6 kw vis. 10.3 kw aur. to 18.7 kw vis. 9.3 kw aur.

TV (180-186 mc)

E. Anthony & Sons Inc., New Bedford, Mass.—CP new commercial TV station Channel 1 (44-50 mc), ERP 1 kw vis. .798 kw aur. AMENDED to request Channel 8 (180-186 mc) ERP 0.5 kw aur.

July 12 Decisions . . .

BY THE SECRETARY

WNBT New York—Granted license to use old main trans. as aux.

WAAM Baltimore, Md.—Granted license to cover CP as modified new commercial TV station, and to specify studio location; ERP vis. 26 kw aur. 14 kw ant. 530 ft.

Pacific Video Pioneers, Area of Signal Hill, Calif.—Granted mod. of license to change power from 30 w to 75 w for KM2XAZ.

The Journal Company, Area of Wausau, Wis.—Granted CP and license to cover move from Area of Milwaukee, to Area of Wausau, Wis. for KA-3046 (to be used with WSAU).

Following granted mod. CP for extension of completion date as shown: KROC-FM Rochester, Minn. to 2-1-50; WIOD-FM Miami, Fla. to 2-22-50; WRGA-FM Rome, Ga. to 1-15-50; KISS San Antonio to 2-1-50; WNAV-FM Annapolis, Md. to 2-3-50; KCBC-FM Des Moines, Iowa to 12-24-49; WAZL-FM Hazelton, Pa. to 1-13-50; KTOK Oklahoma City to 10-1-49; WPRT Prestonsburg, Ky. to 2-28-50 and commencement to 8-30-49; WPAW Pawtucket, R. I. to 9-29-49; WCBM Baltimore, Md. to 1-5-50; KLMS Lincoln, Neb to 9-15-49; WMCT Memphis, Tenn. to 1-28-50; WOW-TV Omaha, Neb. to 2-1-50; WHEC-FM Rochester, N. Y. to 2-3-50; WSVA-FM Harrisonburg, Va. to 1-29-50.

KEVA Shamrock, Tex.—Granted license new AM station 1580 kc 250 w D.

KWAD Wadena, Minn.—Granted license for new AM station 920 kc 1 kw unl. DA-N.

WSVS Crewe, Va.—Granted license new AM station 800 kc 1kw D.

WCAP Asbury Park, N. J.—Granted license changes in trans. equipment.

WCAM Camden, N. J.—Granted license install new trans.

KBUR Burlington, Iowa.—Granted license change trans. location and mount FM ant. AM tower.

WRFD Worthington, Ohio.—Granted CP to install FM ant. on AM tower.

WGSV Guntersville, Ala.—Granted mod. CP for approval ant. trans. and studio locations.

WDYK Cumberland, Md.—Granted mod. CP for approval ant. trans. and studio locations.

WICA-FM Ashtabula, Ohio.—Granted license new FM station. Chan. 279 (103.7 mc) 52 kw 270 ft.

WSB-FM Atlanta, Ga.—Granted license for new FM station. Chan. 283 (104.5 mc) 48 kw 490 ft.

WNHC-FM New Haven, Conn.—Granted license for new FM station. Chan. 256 (99.1 mc) 20 kw 500 ft.

KLX-FM Oakland, Calif.—Granted license for new FM station. Chan. 267 (101.3 mc) 20 kw 155 ft.

KFTM Ft. Morgan, Col.—Granted license for new AM station 1260 kc 500 w D.

WONE Dayton, Ohio.—Granted license new AM station and specify studio location.

KPRS Olathe, Kan.—Granted mod. CP for approval of ant and trans. location specify studio location and change type trans.

WBRC-TV Birmingham, Ala.—Granted mod. CP to change ERP from vis. 14.5 kw aur. 7.7 kw to vis. 12.2 aur. 6.1 kw change studio location antenna to 530 ft.

KXRA Alexandria, Minn.—Granted mod. CP for approval of ant. and trans. location specify studio location and change type of trans.

KALC Alamosa, Col.—Granted mod. CP for approval ant. trans. and studio locations.

WBRL Baton Rouge, La.—Granted license for new FM station. Chan. 251 (98.1 mc) 15 kw 470 ft.

July 12 Applications . . .

ACCEPTED FOR FILING

AM—1360

Hermitage Bcstg. Corp., Nashville, Tenn.—Application new AM station 1350 kc 1 kw D AMENDED to request 1360 kc 1 kw D.

Extension of Authority

Mutual Bcstg. System Inc., Chicago—Extension of authority to transmit programs to stations owned and operated by Canadian Bcstg. Corp. and stations licensed by Canadian Minister of Transport.

License Renewal

KBYR Anchorage, Alaska—Request for license renewal AM station.

Modification of CP

Mod. CP new FM station for extension of completion date: WSUN-FM St. Petersburg, Fla.; WQDI Quincy, Ill.; WTHI-FM Terre Haute, Ind.; KSLH St. Louis, Mo.

Mod. CP new commercial TV station for extension of completion date: WHBF-TV Rock Island, Ill.; WGAL-TV Lancaster, Pa.; KSL-TV Salt Lake City; KRSC-TV Seattle.

July 13 Decisions . . .

BY COMMISSION EN BANC

License Renewal

WVET Rochester, N. Y.—Granted renewal of license for period ending Nov. 1, 1951.

Granted renewal of licenses for following stations for period ending Aug. 1, 1952: KAVE Carlsbad, N. M.; KBIZ Ottumwa, Iowa; KBMY Billings, Mont.; KFBC Cheyenne, Wyo.; KFJI Klamath Falls, Ore.; KFOR Lincoln, Neb.; KGY Olympia, Wash.; KIUL Garden City, Kan.; KPPC Pasadena, Calif.; KRNO San Bernardino, Calif.; KSON San Diego; KSUE Susanville, Calif.; KVLF Alpine, Tex.; KVNI Coeur d'Alene, Idaho; KWLC Decorah, Iowa; KWRC Pendleton, Ore.; KXLE Ellensburg, Wash.; WATT Cadillac, Mich.; WBHB, Fitzgerald, Ga.; WCMD Cambridge, Md.; WCRW Chicago, Ill.; WEBJ Brewton, Ala.; WEBQ Harrisburg, Ill.; WENC Whiteville, N. C.; WFOY St. Augustine, Fla.; WFTM Maysville, Ky.; WGGA Gainesville, Ga.; WGCM Gulfport, Miss.; WGVA Geneva, N. Y.; WHBU Anderson, Ind.; WHUM Reading, Pa.; WJBY Gadsden, Ala.; WJIM Lansing, Mich.; WJMC Rice Lake, Wis.; WJTN & aux. Jamestown, N. Y.; WKOY Bluefield, W. Va.; WLBF Leesburg, Fla.; WOBT Rhinelander, Wis.; WOCB West Yarmouth, Mass.; WOMT

(Continued on page 72)

KGW and KGW-FM
PORTLAND, OREGON
COMPLETE SCHEDULE
SIMULTANEOUS SERVICE
REPRESENTED NATIONALLY
BY EDWARD PETRY & CO.
NBC AFFILIATE

DES MOINES PROBE

News Group Studies Incide

THREE-MAN committee of D Moines radio news editors has be named by the Iowa Radio New Editors Assn. to investigate an i cident in which two KRNT D Moines staff members reported were mistreated while covering th city's transit dispute. According to an announcement from KRNT Newsmen Dean Naven and Engineer Darrell Laird reported the were shoved around and their tap recorder smashed in their effort to cover a mass meeting of the D Moines Street Car Men's Unio June 28.

Chuck Hilton, president of th Iowa Radio News Editors Assn. appointed Bob Burlingam of KIOA Jack Shelley of WHO and Fra Bouton of KWDM, all Des Moine stations, to study the incident. M Burlingam is chairman of th committee. They will report t the association whose officers wi decide what action should be take

News

DON ELLIOTT has been appointe news editor for WCON Atlanta Ga. Mr. Elliott has been WCON since its inception, Decembe 1947, and is a U. of Florida graduate

JIM McCULLA has been named ne director of KMPC Hollywood.

HAMILTON DALTON, former publi ist, radio commentator and newspap columnist, has returned to airwav over WPEN Philadelphia, Mon.-Fr. 6:15-6:30 p.m. His WPEN progra includes discussion of local affair civic developments, and other topi of interest to Philadelphians.

JERRY OLIVER, former commerci manager of KSUE Susanville, Calif has become director of KSUE's ne department of sports and specia events.

R. FRED BROWN, formerly wit WNCA Asheville, N. C., has joine WLOS Asheville as sports director

JOHN J. KENNEDY, formerly of J Walter Thompson Co., New York, an Thos. F. Leonard Co., Scranton, Pa. has joined WCAM Camden, N. J., a director of special events.

PAUL RHOADES, formerly on new staff of WEAW (FM) Evanston, Ill. has joined KRNT Des Moines in simi lar capacity. He succeeds **WALTE SHOTWELL**, who has joined editoria staff of Des Moines *Register* an *Tribune*.

BOB ALLMAN, KYW Philadelphia sportscaster, finished 12th with round of 145 and 148 for total of 293 stroke in 36-hole National Blind golf cham pionship at Plymouth Country Club Norristown, Pa.

KENNETH ROMNEY, news editor for WMAL Washington, is the father of a boy, Christopher Howard.

KEN CROES, news editor for KER Bakersfield, Calif., is the father of a boy, Ken.

Allied Arts

INTRA-VIDEO Inc., New York, has announced appointment of five new directors to its board. They are: **J. R. POPPELE**, WOR New York vice president; **HAROLD J. MAHNKEN**, director of Hat Corp. of America, New York; **COLIN IVES** of Handelman & Ives, New York; **RALPH EVANS**, architect with Chapman Evans & Delahant, New York, and **JOHN ORR YOUNG**, president of John Orr Young & Assoc., New York.

TRANSCRIPTION BROADCASTING SYSTEM has announced addition of WCSS Amsterdam, N. Y.; WKBR Manchester, N. H.; WTSV Claremont, N. H.; WPOR Portland, Me., and WLAM Lewiston, Me., bringing the total to 159.

MADELINE GREER RAND and **JEANNE R. LEPINE** have opened consumer research service in San Francisco. Firm, called **Madeline Rand Research**, is located at 73 Castle St.

BILL YOUNG, eastern sales representative for past two and a half years for Capitol Transcriptions Hollywood, has joined sales staff of Lang-Worth Feature Programs Inc., New York. Previously Mr. Young was account executive with Radio Recording Division of NBC.

INTERNATIONAL NEWS SERVICE has announced that WBTV (TV) Charlotte, N. C., started using daily and weekly Telenews-INS newsreels last Friday. WAFM-TV Birmingham also contracted for Telenews-INS weekly review, started with July 10 issue.

Equipment

JOHN K. McDONOUGH, formerly with Ford Motor Co. and Commercial Investment Trust before joining Sylvania Electrical Products Inc., New York, in 1943, has been named director of sales for Sylvania. **C. K. (Larry) BAGG**, former account executive with Newall-Emmett Co., New York, has been appointed sales manager, and **BERNARD O. HOLSINGER**, previously advertising director of Rudolph Wurlitzer Co., Chicago, has been named Sylvania's advertising and sales promotion manager. **GEORGE R. SOMMERS**, formerly director of Pacific Coast sales for Sylvania Electric Products, has been named assistant to **C. W. SHAW**, general sales manager of radio tube division.

CHARLES W. SNIDER has been appointed advertising and sales promotion manager for Sparton Radio and Television, Jackson, Mich.

WAYNE C. BEITEL, formerly with Webster-Chicago Corp., has joined Eicor Inc., Chicago (specialized motors and electrical equipment), as sales manager of firm's tape recorder division.

BELL TELEVISION Inc., New York, has moved to larger quarters at 552 West 53rd St.

MOTOROLA Inc., Chicago, has announced plant expansion permitting 40% increase in television set production, according to firm.

RCA TUBE DEPT., Harrison, N. J., is making available to users of RCA, Cunningham and RCA Victor electron tubes new kind of handbook for TV trouble-shooting and service, called *Pict-O-Guide*. It is loose-leaf album of photographs showing common operating troubles encountered in TV receivers.

FAIRCHILD CORP.
Reports Sale, Expansion

PURCHASE of recording equipment by Italy's national broadcasting system and plans for expansion of company research, manufacturing and sales activities have been announced by Fairchild Recording Equipment Corp., Whitestone, N. Y.

A $173,000 contract, approved by the Economic Cooperation Adminstration, calls for delivery of disc and magnetic tape recorders, transcription playback turntables and accessories to Radio Italiana, which is modernizing its broadcasting services.

Simultaneously, Sherman M. Fairchild, Fairchild president, announced the appointment of Fred R. Driessen to the presidency, while Mr. Fairchild becomes chairman of the board. Mr. Driessen, previousy management consultant to Fairchild Camera & Instrument Corp., will undertake the task of enlarging the firm's manufacturing and sales programs in line with expanding activities.

Technical

NORMAN R. HOFFMAN has been promoted to newly-created position of engineer in charge of operations at WHCU WHCU-FM Ithaca, Cornell U. station, and CBS affiliate in that city. Mr. Hoffman, who has been chief of WHCU's operating engineers since February 1946, has been with station since its organization in 1940 except for 49 months overseas war service with U. S. Army Signal Corp., Professors **TRUE McLEAN, A. B. CREDLE** and **H. G. SMITH** of university's College of Electrical Engineering will continue as station's consulting engineers.

CHARLES R. NEER has been named chief engineer for WOXF Oxford, N. C., and **GILBERT ABERG** and **MEREDITH CANNON** are assistant engineers.

T. G. CALLAHAN is audio and video supervisor for WBTV (TV) Charlotte, N. C. and **J. G. CAREY** is transmitter superintendent. Both are also with WBT, AM affiliate of WBTV.

JOHN MYER, formerly of WBYS Canton, Ill., has joined engineering department at WHBF Rock Island, Ill.

J. RANSFORD DAVIS, formerly with WILL, U. of Illinois station at Champaign-Urbana, has joined WBKY, U. of Kentucky outlet, Lexington, as engineering supervisor.

MORRIS C. BARTON Jr., former engineer with WWJ (TV) Detroit, has joined KBTV (TV) Dallas, Tex., as chief engineer.

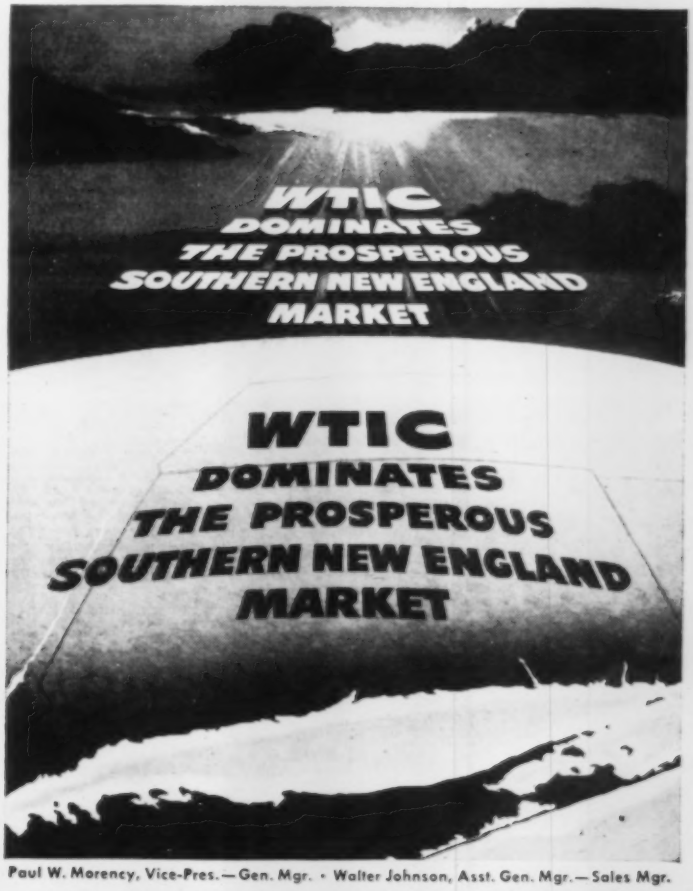
BRIAN HERON, formerly of Penticton, B.C., has joined engineering staff of CKOV Kelowna, B.C.

K. B. SMITH, chief engineer for KPAB Laredo, Tex., is the father of a boy.

GLENN A. ROBITAILLE has been appointed chief engineer of CFPL London, Ont.

GENERAL ELECTRIC, Schenectady, N. Y., announces improved line of 2½-inch panel instruments suitable for use in electronic devices, testing equipments and similar apparatus offering only limited mounting space. Instruments feature stylized cases, tapered pointers, and scales with easy-to-read numerals. Identified as types DW-71 (direct current), DW-72 (Thermocouple), DW-73 (rectifier) and AW-72 (iron vane), instruments are available in either round or square cases in all preferred ratings.

WTMJ and WTMJ-FM Milwaukee have been commended by Milwaukee Common Council for assisting "the cause of civic betterment" by donating time for city's *Mr. Milwaukee* program, aired every other Saturday.



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BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Commercial manager for new 1000 watt daytime AM. Virginia town total sales area population 170,000. Base pay and commission. Give background and experience. Box 719B BROADCASTING.

Potential station manager who can work way up through sales department. Box 752B, BROADCASTING.

Raymond Ramsey. Wire or phone Luke at WVLK Versailles, Ky. Immediately.

Salesmen

Local sales manager—Excellent opportunity, aggressive livewire who knows radio, likes to sell, can inspire and lead sales staff in highly competitive large eastern metropolitan market. Well established network affiliated growing station. No hot shots or pressure boys need apply. Applicant must be sober, dependable, highest character, interested in building a permanent future. Send all facts—background, ability, sales record, references, working arrangement desired and date available to Box 639B, BROADCASTING.

Experienced sales manager, immediately, preferable New Englander, excellent opportunity at start progressive departure in programming New Haven AM station. Must be dependable, industrious. Send complete details, including background, sales record, executive experience, references, working arrangement desired. Box 773B, BROADCASTING.

Salesman for 5 KW network outlet in prosperous midwest market. Must be experienced, civic-minded and willing to settle in one of America's finest communities. Send particulars and photo to Box 801B, BROADCASTING. Replies held confidential.

Commercial manager for 1 kw fulltime network station in Georgia. Good opportunity for qualified person offered by aggressive station with solid ownership. Personal interview required. Send full particulars, photo and references to Box 810B, BROADCASTING.

Announcers

Announcer experienced with warm friendly selling voice. Detail experience, salary expected, age, and all qualification. Only finished man desired. Box 730B, BROADCASTING.

Wanted. Good announcer now located in North Carolina, Virginia, South Carolina area. Must be college graduate over 25 and capable of and interested in rewriting wire service news and doing some radio news reporting. Must also be able to do good newscast and record shows. Congenial staff, good pay at AM-FM network station. Telegraph if interested. Box 737B, BROADCASTING.

Experienced staff announcer with play-by-play sports ability. No board work. $225.00 month. Don't write unless accompanied by audition disc or tape. Permanent. KISD, Sioux Falls, S. D.

Wanted. Combination announcer-engineer with first class license. With emphasis on announcing. Perfect chance to continue college education at Mississippi State College, WSSO, Starkville, Mississippi.

Technical

Combination man by progressive network affiliate. Good starting salary and excellent future in fast growing western market. References, photo, disc to Box 785B, BROADCASTING.

Desirable space and facilities available in established Washington engineering office for independent consulting radio engineer. Box 808B, BROADCASTING.

Help Wanted (Cont'd)

Chief engineer. Nice town, middlewest, local fulltime Mutual station needs a young, well-trained chief with experience. Must be a working, sober, reliable man. Salary $70.00 to start, $75.00 if satisfactory at end of 60 days. Drifters, clock watchers and fee grabbers not wanted. The right man can go places with this aggressive outfit. If you are the man, send letter and picture to Box 811B, BROADCASTING.

Wanted experienced chief engineer to do 40 hour shift and maintenance. Married. Fine opportunity for hard working technician. Write indicating when available and starting salary desired. Box 823B, BROADCASTING.

Immediate opening for engineer experienced in installation and maintenance. Some transmitter operating. No console work or announcing. Contact W. S. Bledsoe, Chief Engr. Radio Station KFYO, Lubbock, Texas.

Wanted. First class license engineer capable of gathering and delivering local news in city of 13,000. 250 watt station. Must have car, prefer man with dependents, experience. Salary and working conditions reasonable. Do not expect a gravy train. KVOU, Uvalde, Texas.

Seeking key personnel in Engineering, Program, News, Sports, and Public Information Departments, for the American Forces Network in Germany. Salaries range from $5,000 to $7,000 per annum, with transportation paid to and from the US Zone of Germany. Engineers must have definite ability as supervisors. Studio recording and transmitter installation and maintenance experience required. Other Personnel must have minimum 3 to 5 years commercial radio experience in respective fields. Call Mr. Adelman, Watkins 4-1000, Ext. 95, 641 Washington St., N. Y., for personal interview appointment during 2 weeks beginning August 8, 1949.

Production-Programming, others

Combination traffic manager and secretary for new 1000 watt AM daytime station. Charlottesville, Va. Give experience, age, and expected salary. Box 813B, BROADCASTING.

Situations Wanted

Managerial

Asst. or general manager—Successful record. Ten years manager network affiliate plus ten years experience all departments. Interested in permanency with stable, progressive organization. Box 507B, BROADCASTING.

General manager, independent station, past 5 years, previously salesman, network station. Know how to get business. Best references. Box 569B, BROADCASTING.

For results, select an experienced, talented, intelligent radio executive with down to earth methods. Practical, versatile, program manager, sales, announcing, continuity. Presently employed. If future prospects are encouraging, will accept moderate salary for get acquainted period. Box 754B, BROADCASTING.

This ad concerns two men with their feet on the ground. Here is a team which has worked hard to make a success of an independent 250 watter in a one hundred thousand market. A station manager with experience in all phases of broadcasting and an announcer salesman, with ticket, who has ambition and sales knowhow to get ahead. Appointed manager when former owner declared bankruptcy. Both have joined to increase volume to a net point 100% above over-all operational outlay. With interim operation completed, multiple family ownership, without radio experience, has assumed over-all management, by financial agreement. We aren't looking for a rainbow, just a down to earth living in a medium market. Your inquiry will be answered promptly. Write to Box 778B, BROADCASTING.

Situations Wanted (Cont'd)

Manager. Commercial manager wants opportunity to put your AM station in the black. In city up to 100,000 population. Experience network independent. Interested in permanency. Salary second. Box 806B, BROADCASTING.

Young general manager desires position with new station or station that got off to bad start. Facts and figures to prove capability. Know all phases. Salary now $9000, must top that. Can provide top notch program director. BOX 807B, BROADCASTING.

Salesmen

Salesman. BA Degree, radio production, business minor. Agressive family man. Go anywhere. References. Can announce. Box 758B, BROADCASTING.

Limited experience combined with intensive sales training. Prefer independent station in small city. Single, car. Box 759B, BROADCASTING.

Interested southwest or Florida stations-agencies. Immediate sales with management future, AM-TV. No rocking chair genious, but real producer. Know all departments station operations. Dozen years 50 kw. Present job top New York indie combo AM-TV four years. Heavy background programs, copy, sales presentations, public relations, contact. Top New York references. Change necessary family health. Desire permanent community opportunity, income in keeping responsibilities and results. Interviews here. Resumes on request. Confidential. Available 30 days notice. Box 814B, BROADCASTING.

Successful radio and television salesman. Eight years experience with station, network and agency. Thorough knowledge of promotion and copy. College graduate, dependable, top references. Desire permanent connection in congenial surroundings, preferable West Coast. Presently employed. Box 821B, BROADCASTING.

Announcers

Announcer—Experienced all phases, strong play-by-play sports. AM, TV. Top references, travel anywhere. Box 911a. BROADCASTING.

Available in August. Competent sportscaster. Experience in play-by-play and writing for sports page of daily. Speech major, veteran, 27, married. What's your offer? Box 549B, BROADCASTING.

Topflight announcer. Disc jockey 6 years experience. Currently working in New York. Available immediately. Write Box 680B, BROADCASTING.

Newscaster. Age 30. Veteran. Three years experience. Unencumbered, ambitious, desire change. Highest refrences. Disc sent on request. Box 682B, BROADCASTING.

Announcer, disc jockey. Experienced ad-lib with good selling style. Also straight work. Box 689B, BROADCASTING.

Announcer. Available now. Box 690B, BROADCASTING.

Announcer, writer, operator. Former network special events man desires permanent position in growing community. Veteran 23. Single. Professional references. Will travel, prefers midwest. Box 703B, BROADCASTING.

Hogcaller, ambitious. Can announce. University radio graduate. Cooperative fellow. Sincere commercials, listenable newscasts, smooth discing. Operate controls, write. Anywhere. Modest salary. Write Box 705B, BROADCASTING.

Announcer-disc jockey presently working NYC wants out of town job. Box 723B. BROADCASTING.

Announcer. 4 yrs. experience. Recently with S. E. 1000w. Copy writer. Will travel. 24 married. Box 748B, BROADCASTING.

Veteran sports and newscaster looking for the right job. Three years experience. Play-by-play. Married. Dependable. Presently employed. Disc and photo available. Box 750B, BROADCASTING.

Announcer. Over five years experience in all phases of staff work. Excellent references. Box 753B, BROADCASTING.

Announcer. Can't sing like Godfrey and I don't laugh like Don Wilson, but if you're just looking for a good announcer, I'm your man. Ambitious, 24 years old. School of Radio Technique graduate who can also do sports, play-by-play. Disc and photo available. Box 760B, BROADCASTING.

Situations Wanted (Cont'd)

Staff announcer experienced play-by-play. All sports, all announcing. Unemployed as station has ceased operation. Box 761B, BROADCASTING.

Ambitious, single veteran. Graduate leading announcers school, Radio City New York. Strong on news and DJ. Salary secondary. Will travel. Disc available. Box 762B, BROADCASTING.

Announcer, continuity writer. Now available. Experienced. Four years college. Disc, photo upon request. Box 765B, BROADCASTING.

Announcer, limited experience. Young, aggressive, quick to learn. College background. Dependable worker, low salary. Box 768B, BROADCASTING.

Announcer. Some experience. 2 yrs training all phases of Broadcasting plus Television. 23, married. Diligent, ambitious. Seeks opportunity. Box 769B BROADCASTING.

Announcer wants experience. College. Pleasing voice, excellent diction. Will work hard. Salary and location unimportant. Box 770B. BROADCASTING.

Announcer. Experienced. Available immediately within 150 miles N.Y.C. Personal audition. Box 771B, BROADCASTING.

Announcer. Experienced all phases, married, vet, 25. Available immediately. Box 776B, BROADCASTING.

Experienced announcer and disc jockey. Can operate console, write continuity, program. Desire affiliate or new station. Available at once. Box 777B, BROADCASTING.

Top notch sports announcer would like to become permanent member of station's staff. College graduate, good play-by-play. Football, basketball, baseball. Six years experience. Also good news and staff announcer. Box 779B, BROADCASTING.

Announcer. Experienced, 3 yrs. news, DJ, sports, musicology, console. Age 23. Available immediately. References. Schooling, H. S. & Harvard. Box 780B BROADCASTING.

Announcer. Experienced, 3 yrs. DJ, news, sports. Age 23. Available immediately. References. Box 789B BROADCASTING.

Incentive goal after more than two years with 1000 w ABC affiliate. Wide experience needs larger station, larger market, any kind of announcing. Desire position near or in Chicago, but will consider anything. Family man. Box 790B, BROADCASTING.

Experienced staff and feature announcer. Specialize in Adlib. Disc shows, audience participation, sports, etc. Disc and references upon request. Box 802B, BROADCASTING.

Announcer, single, 22, experienced. College, good voice, personality. Working southeast station. Desires change. Travel anywhere. Interview if possible or disc photo. Box 805B, BROADCASTING.

Announcer. Some experience, wants to settle down and work hard. Box 809B, BROADCASTING.

Attention N. C. and S. C. stations. Experienced announcer available that can handle special events, play-by-play sports. If you will pay for top notch production I'm your man. Now employed NBC station but desire change. Write Box 812B, BROADCASTING.

Announcer, copywriter. Two years experience, single, 24, steady, sober. Clear, live voice. Will travel. Box 815B, BROADCASTING.

Announcer, actor, sound technician board. I have what you need. Full-time employment, college graduate, know all sports. Vet, single, ambitious. Box 819B, BROADCASTING.

Talented, versatile and dependable announcer. Four years experience, excellent references, college and is veteran. Wants good job at good station. Box 820B, BROADCASTING.

Experienced announcer with ticket. Married, vet, 25, sober, reliable. Disc shows and commercials are my meat. Present mail pull way up. Excellent references. $65.00. Box 822B, BROADCASTING.

Situations Wanted (Cont'd)

Disc jockey. Announcer desires position in Minneapolis, or within 300 miles. 2 years experience all types of announcing. Newscasting, control board, man on street, quiz. Presently program director. Married, 24. Hard working, dependable. Will take position in midwest. Ron Barkley, KCLO, Leavenworth, Kansas.

Attention small market stations. Hear my disc and then decide. Announcer young, single, ambitious. Graduate of The School of Radio Technique. Long on ambition, short on experience. Disc, photo available. Donald T. Billups, 320 S. Mason, Chicago, Ill.

Announcers. Early morning men. Well trained in all-round announcing. Starting $40 to $50. Pathfinder School of Radio. 1329 Oak St., Kansas City, Mo. Harrison-0473.

Technical

Construction chief engineer, thoroughly experienced. Would like to build your station and then leave. Box 695B, BROADCASTING.

Engineer. 16 months experience, also announcing. Desires midwest area. Married, car, 25. Available immediately. Box 731B. BROADCASTING.

Engineer experienced. Studios transmitters recording. Make offer. Box 738B. BROADCASTING.

Vet. First class phone. Graduate of R. T. I. Good knowledge of radio, TV, music. Willing to work hard. Will travel anywhere. Box 763B. BROADCASTING.

Versatile engineer-announcer. Accent on engineering. Experienced. Seek permanent position in N. E. Box 764B. BROADCASTING.

Engineer or chief engineer. Married. Best references. Will construct. Prefer United States. Box 766B, BROADCASTING.

Experienced AM-FM engineer. Single, 29. First phone, second telegraph, class A amateur. Installation experience. Will go anywhere. Excellent references. Available after Aug. 10, 1949. Box 767B, BROADCASTING.

Managers and station owners are invited to correspond with a presently employed chief engineer of a 1000w daytimer with the idea in mind that said engineer might switch. Interested in Rocky Mountain states. Box 775B, BROADCASTING.

First phone license, willing to travel. Have car, vet., 25. Box 780B, BROADCASTING.

First class phone, license, veteran, will travel. Single. No combination work. Box 781B, BROADCASTING.

Radio operator. Broadcasting and recording experience at 20 kw metropolitan station. Some announcing. Holds first class phone ticket. Graduate Radio Broadcast course. Young, single, will travel if good opportunity. Box 782B, BROADCASTING.

Engineer or chief engineer. 11 years in radio. Age 29. Family man. Combination, chief or both. References. Box 783B, BROADCASTING.

Engineer, first phone, one year experience. Car, married. Can sell. Box 787B, BROADCASTING.

Veterans, single and willing to travel. Experience on a 1 kilowatt transmitter. Box 796B, BROADCASTING.

Engineer with $5000 to invest in a successful established station in the upper midwest or Pacific N. W. 10 yrs. exp. in network & independent operations both control & transmitter. Box 799B, BROADCASTING.

Experienced combination engineer-announcer with family. Emphasis on announcing. $75.00. Box 817B, BROADCASTING.

Station reorganization necessitates reduction of staff. Must place young engineer with least seniority but proven dependability, accomplishments, and sense. Desires northeast. Also potential investor. Box 818B. BROADCASTING.

Situations Wanted (Cont'd)

Engineers available, all with First Phone, some with training in announcing to handle combination job. Complete training in operating a fully equipped Broadcast Studio, disc training and all phases of Broadcast engineering, including building and repairing broadcast transmitters. Any location considered. Station managers are well pleased with Cook's Graduates. Wire or write furnishing full information. Cook's Radio School, 2933 North State Street, Jackson, Mississippi.

Engineer. Experience in FM-AM. 1st phone, 2nd telegraph, class A amateur, available now. M. W. Johnson, 436 N. Hazel, Danville, Illinois.

Engineer, first phone, 29 single. Presently employed as combination, seeks position in the Pennsylvania, Ohio, W. Virginia locality. Available immediately. Disc, photograph, and references. A. Ceil Kloc, Box 312, Walsenburg, Colorado.

Young inexperienced 1st phone man wants position in Broadcasting station. Prefer middle or northwest U. S. Gary Marco, Wesley, Iowa.

Available immediately. Operator, first license, four year broadcast experience. Want transmitter job. Single. Age 30. Location not important consideration. Lewis Sherlock, Box 1161, Plainview, Texas.

Production-Programming, others

Station manager's enthusiastic letter on character, ability tells my story. Journalism grad. 250 experience, report, write, edit, read news. Box 617B. BROADCASTING.

Young woman, 24, university graduate. Continuity writer, complete knowledge station operations. Pleasant voice. Best references. Box 688B, BROADCASTING.

Interested in a Barn Dance? Experienced musical and comedy team can handle it for you. Can also handle western disc show. Address Box 704B. BROADCASTING.

Program director with 6 years experience in announcing and programming. Young, energetic, ambitious, married, and willing to earn salary. Interested in joining organization that can offer chance for advancement in salary and position. Can offer excellent references of productive work, character, and ability. For complete story reply Box 706B. BROADCASTING.

14 years behind microphone in all phases of broadcasting from 100 watt midwest Metropolitan to major New York net. Only 3 staff jobs plus a storehouse of free-lance experience including major net. announcing, producing and directing. I know the difference between small independent and large net. operations, also good programming, announcing, operations, etc. Am not a job-hunter or floater, so don't have time to shop around, hence this advertisement for a lead. Desire program directing in a progressive Metropolitan station that has not yet absorbed its potentialities. Have a clean record, sober habits, am exacting, thorough and reliable. Age 40, substantial family man. Currently in New York but will go anywhere. Beyond necessity of moderate living standard; starting salary is secondary. If you want a good well seasoned capable man who knows the business and has no illusions of grandeur, let's correspond. Box 749B. BROADCASTING.

Experienced continuity writer, excellent references, modest requirements, wants progressive station. Box 751B. BROADCASTING.

Personable young lady, two and a half year's proven copy and continuity record, same station. Desires change and position which offers more advancement opportunities. Also traffic and some air work. Detailed experience report and sample work upon request. Box 784B. BROADCASTING.

Desirous make break in radio. No practical experience, but unlimited sincere service. Box 791B, BROADCASTING.

Creative thoroughly trained lad, desires chance for start in radio. Receive trustworthy sincere service unlimited. Box 792B, BROADCASTING.

Will work like dog for start in radio. Give dependable initiative service. Box 793B. BROADCASTING.

Situations Wanted (Cont'd)

Woman veteran, single, 24, college graduate, radio school graduate. Desires position as staff writer or women's commentator. Box 794B. BROADCASTING.

Gag writer. Radio and TV. Experienced and dependable. New slants. Good ideas. Will write complete series, single shots or add comedy sequences to scripts. Box 797B, BROADCASTING.

Experience script writer. Creative ability for all types of programs. Resume and samples on request. Box 803B. BROADCASTING.

Former sales rep. major transcription Co. desires return to Radio. Married, 34, reliable. Experienced all phases air work; net quality newscaster. Excellent recommendation; audition discs show ability production, programming, sales, quality voice & delivery. Want break in southern market TV, or high calibre AM with TV in future. Jack Barton, 629 W. 37, Savannah, Ga. Have car. Phone 3-1776.

Experienced continuity writer. College graduate. Excellent references. Prefer upper midwest. Mary Davis, 1608 Hawthorne Ave., Minneapolis, Minn.

Young woman, 22. B.A. Degree in speech, radio. Experience in continuity writing, radio dramatics, other mike work wants radio job. Preferable in Colorado. Available September. Write Ann Lieberman, 722 N. Adams St., Owosso, Michigan.

Program director-announcer. Experienced, college background. Charles Perron, 1205 Hawthorne, Apt. #314, Mpls., Minn.

Capable, educated, well-recommended young woman experienced in traffic and copy. Wants responsible position in Washington D. C. station. Box 795B, BROADCASTING.

Television

Production-Programming, others

Experienced television director with proven record in advertising, theatre and engineering, wishes to relocate immediately, with station needing capable staff organizer. Train new and present personnel. Box 739B. BROADCASTING.

Experienced producer-writer, currently heading Television production company and teaching TV and radio writing in large professional school, seeks responsible position with television station or agency. Twelve years radio, television, and theatre. Excellent reputation as performer, producer, and writer. Solid record. No false claims. Vet and college grad. Box 816B, BROADCASTING.

For Sale

Stations

Wisconsin network affiliate. Exclusive and profitable. Price, $160,000. Box 755B, BROADCASTING.

Only network outlet making money in prosperous southern market. $75,000. Box 756B, BROADCASTING.

California 250 watt fulltime station for sale. Reasonable price and generous terms to the right party. Located near San Francisco Bay area. Prosperous and growing community. Box 786B. BROADCASTING.

FM equipment for sale. Western Electric 1 kw FM transmitter. Hewlett Packard FM monitor. RCA limiter. GE circular 4-bay FM antenna (gain 3.65). 330 feet 1⅝" Co-ax with elbows and joints. RCA speaker monitor amplifier. WE speaker with cabinet. Cost over $16,000. first check for $12,000 takes everything. Box 796B, BROADCASTING.

Complete 250 watt standard broadcast and 3 kw FM consisting of following: RCA 250K transmitter, Western Electric 504-B2 transmitter, 399 ft. Ideco guyed tower with WE 54-A FM antenna and RCA 76-B console plus all accessories. W. H. Murphree, WABB, Mobile, Alabama.

Tremendous savings on copper, pure electrolytic bonding copper. 3000 ± — .025" x 2¼" wide x coils @ 25¢ lb. F. O. B. our plant. H. P. Mandel and Sons, 2840 South Kedzie Avenue, Chicago 23, Illinois. Ph: Bishop 7-7890.

Wanted to Buy

Tape recorders for roving reporters, mobility economy, fidelity important, also disc recorder. All details, Box 774B. BROADCASTING.

Interested in construction permit or station. Prefer local two fifty watt fulltime, reasonable price, confidential. Box 804B. BROADCASTING.

Wanted. Small console suitable for school instructional purposes. Also turntables. Pathfinder School of Radio, 1222A Oak St., Kansas City, Mo.

Miscellaneous

Boost profits with regional advertising campaigns. Clean selling, quality writing. Robert Kilb Productions, Inc. 210 Fifth Avenue, Suite 1102, New York City.

Employment Service

For your employment needs. Deal with years of reliable, progressive service. The industries oldest employment service, free to employers. RRR-Radio-TV Employment Bureau, Box 413, Philadelphia.

Help Wanted

Help Wanted—Salesman

Experienced, permanent time salesman wanted by leading 50 kw station major network affiliate in large west coast metropolitan market. If you have made good on a network station in a smaller community and want a desirable change write full particulars with picture to Box 740-B Broadcasting.

Technical

Capable assuming full charge. Also transmitter engineer. Kilowatt station. Raytheon equipment. Best working conditions. Excellent opportunities. Send full details including experience, salary desired and references. Bill Humbert, Gen. Mgr. Radio Station KVMA, Magnolia, Arkansas.

Situations Wanted

Salesman

Wanted. Immediate challenge in sales and management future. 12 years 50 kw class operations, includes programming and sales presentations, top contract. Know all phases station AM and TV production. Present job New York combo AM-TV four years now at ceiling. Interviews your representatives or resumes available. Top industry references. Family man. Age 38. Car. Travel. Box 757B. BROADCASTING.

Announcers

University trained. Five years continuous experience newscasts and announcing. Network announcer and narrator for Coast Guard public relations during war. Ability in programming and station management. Can invest cash in solid station. Market must be excellent and other parties in the deal extremely competent. If you have prepared a brochure on your station that gives all the facts, won't you tell me about it?

BOX 718B, BROADCASTING

XUM

Situations Wanted

Managerial

Manager—Twenty years of experience fully substantiated by proven record and references. Excellent relationship with national time-buyers. Sound knowledge of local sales problems. Practical knowledge of all department operations. Married, hard working strictly sober and experience wise. Can bring your station community leadership and assure profitable operation. Box 263B, BROADCASTING.

Help Wanted

Salesmen

Salesman Wanted

Excellent opportunity for experienced salesman who would like to permanently locate in Columbia, S. C. Preference given to South Carolinians. Rush full details to Box 800B, BROADCASTING.

For Sale

Equipment, etc.

For Sale
Wired Music Equipment

One Langevin 3-channel rack and distribution amplifier. Two Langevin walnut turntables with Western Electric heads and arms. Like new. One RECO turntable with arm and head. Miscellaneous speakers, baffles, amplifiers. Sacrifice. Whole or part. Inquire Robert Kosersky, 95 North Main Street, Waterbury, Conn.

One complete
Presto Y-2 recorder

including 75-A recorder with 1-D cutting head, 85-A amplifier and speaker. Practically new $400. Radio Station WVAM, Altoona, Pennsylvania.

3 brand new type SGN 400-ft. towers, never used.

Original cost $32,000, priced for quick sale at $17,000 f.o.b. Detroit. Write wire or phone Mr. H. W. Priestley, WWJ—The Detroit News, Detroit 31, Mich.

Wanted to Buy

WANTED
Used Equipment for AM station

2 towers, either self-supporting or guyed, 272 feet high, 500 or 1000 watt transmitter and all accessory equipment necessary for AM operations. Describe in detail and give lowest cash price. Station WFRO, Fremont, Ohio.

School

The SCHOOL of RADIO TECHNIQUE

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Comprehensive Professional Day and Evening Courses in all phases of Radio and Television Broadcasting taught by Network and TV Professionals.

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CHICAGO 4, ILL.: 228 S. Wabash Avenue
HOLLYWOOD 38, CALIF.: 6926 Melrose Avenue

Late Classified Ads

Help Wanted

Technical

Wanted topnotch combination first class engineer-announcer needed immediately by network station. Forward full details first letter to Lester L. Gould, WJNC, Jacksonville, N. C.

Situations Wanted

Managerial

12 years experience all facets radio broadcasting. Prefer tough situation. Box 622B, BROADCASTING.

REVIEW GROUP

So. Calif. Listeners' Plan

NEW listening group, fostering support of constructive public service and other type programs, has been organized under name of Southern California Assn. for Better Radio & Television.

Set of standards are being set up and group will undertake a "station review project." Members will be assigned to certain stations in an immediate "program evaluation" survey, it was said.

Mrs. Clara S. Logan, active in Los Angeles area PTA work, has been elected president. Other officials, all vice-presidents, include Dr. Walter Kingson, head of UCLA radio-television department; Dr. Paul Popenoe, writer and matrimonial authority; Dr. Richard Atkinson, lecturer; Mrs. Helen R. Girvin, president of Book & Authors Club; Dr. R. Paul McDonald and Mrs. Frank M. Ward, formerly head of the District Federation of Women's Clubs.

HEARINGS

August, September Li... Released by FCC

A CALENDAR, scheduling hearing dates in August and September f... 48 AM and FM applications, was announced by FCC last week.

The schedule provides for some 32 hearings. All but five—fo... transfers or assignments and one renewal—will be held in Washingto... where two hearings will be in progress simultaneously for much of the time.

The list covers all AM and FM applications which were designated as hearing cases between March 25 and June 24. Virtually all involve AM facilities. The list does not include prior cases in which the hearing dates were postponed to August and September.

The alphabetical list below, released Monday by FCC, shows each applicant, location, dock... number of the application (... parentheses), frequency or type ... hearing, and hearing date. ... designated "(F)," the hearing w... be held in the field (in the city in... volved); otherwise the hearing w... be in Washington. "AL" indicate... assignment of license applicatio... "R," renewal; "TC," transfer ... control.

* * *

The list:

A

Airwaves Inc. (WJOC), Jamestown, N. Y. (9105), 1340 kc. Aug. 22.
Alamance Broadcasting Co. Inc. (WBBB), Burlington, N. C. (9328), 950 kc. Aug. ...

B

Bessemer Broadcasting Co., Bessemer, Ala. (8526), 1450 kc. Aug. 15.
Booth Radio Stations Inc., Grand Rapids, Mich. (9361), 970 kc. Aug. 31.

C

California Broadcasting Co. (KWKW), Pasadena, Calif. (9282), AL. Aug 18 (F).
Carolina-Piedmont Broadcasters Inc., Lincolnton, N. C. (9332), 1050 kc. Aug. 25.
Clinton County Broadcasting Corp., Plattsburg, N. Y. (9352), 1340 kc. Aug. ...
Coast Broadcasters Inc., Astoria, Ore. (8209), 1230 kc. Sept. 7.
Coastal Broadcasting Co. (WHIT), New Bern, N. C. (9334), 960 kc. Aug. 1 (F).
Colonial Broadcasting Co. Inc., New Bern, N. C. (9333), 960 kc. Aug. 1 (F).
Cooke, John F., Houston, Tex. (9291), 1480 kc. Sept. 7.
Corbin Times-Tribune (WCTT), Corbin, Ky. (9318), 680 kc. Aug. 29.

D

Del Rio Broadcasting Co. (KDLK), Del Rio, Tex. (9356), AL. Sept. 2 (F).

E

Eastern Idaho Broadcasting & Television Co. (KIFI), Idaho Falls, Ida. (8343), ... kc. Aug. 10.
Eastland County Broadcasting Co., Eastland, Tex. (9317), 730 kc. Aug. 8.
Electronics Corp. of Puerto Rico (WECW), Mayaguez, P. R. (9331), R, Sept. 21 (F).

F

Frontier Broadcasting Co. (KFBC), Cheyenne, Wyo. (9358), 710 kc. Aug. 12.

G

Gila Broadcasting Co., Winslow, Ariz. (8381), 1010 kc. Aug. 8.
Greater Huntington Radio Corp. (WHTN), Huntington, W. Va. (9300), 1260 k... Aug. 22.
Greensboro Broadcasting Co. (WGBG), Greensboro, N. C. (9327), 950 kc. Aug. ...

I & J

Independent Broadcasting Co. (KIOA), Des Moines, Iowa (9338), 940 kc. Aug. ...
Juhlin, Kenneth D. and Mary I., Long Beach, Wash. (9284), 1230 kc. Sept. 7.

L

La Grange Broadcasting Co., La Grange, Ill. (9323), 1300 kc. Aug. 29.
Lake Huron Broadcasting Co. (WKNX), Saginaw, Mich. (9360), 970 kc. Aug. 31.
Lamar, Charles Wilbur Jr., Morgan City, La. (8302), 1450 kc. Aug. 29.
Lawrence Broadcasting Co., Lawrence, Kan. (9283), 1320 kc. Aug. 25.

M

Mendocino Broadcasting Co., Ukiah, Calif. (9280), 1400 kc. Aug. 17.
Morales, Felix H., Houston, Tex. (8187), 1510 kc. Sept. 7.
Mosby's Inc. (KANA), Anaconda, Mont. (8910), 930 kc. Aug. 10.

N

New Orleans Broadcasting Co. Inc., New Orleans, La. (9350), 1450 kc. Aug. ...

O

Oneonta Broadcasting Co., Oneonta, Ala. (9326), 910 kc. Aug. 15.

P

Portsmouth Broadcasting Co., Portsmouth, Ohio (9301), 1260 kc. Aug. 22.
Prairie Radio Corp., Lincoln, Ill. (9357), 1370 kc. Aug. 10.

R

Radio Station WISE Inc. (WISE), Asheville, N. C. (9319), 680 kc. Aug. 29.
Reck, Myron A. (WTRR), Sanford, Fla. (9354), AL. Aug. 5 (F).
Rivers, James S. (WTRR), Sanford, Fla. (9354), AL. Aug. 5 (F).
Royal Broadcasting Corp., New Orleans, La. (9349), 1450 kc. Aug. 29.

S through Z

Schulman, Martin L., Plattsburg, N. Y. (9351), 1340 kc. Aug. 8.
Southern California Trade Unions (KWKW), Pasadena, Calif. (9282), AL. Aug. 18 (F).
Southern Radio & Equipment Co. (WOBS), Jacksonville, Fla. (9303), 1360 k... Aug. 1.
Stark Broadcasting Corp. (WCMW and WCMW-FM), Canton, Ohio (9355), TC. Aug. 8 (F).
Sun Valley Broadcasting Co. Inc. (KTYL), Mesa, Ariz. (9307), 1310 kc. Aug. 15.
Supreme Broadcasting System Inc., New Orleans, La. (9348), 1450 kc. Aug. 29.
Tampa Broadcasting Co. (WALT), Tampa, Fla. (9341), 920 kc. Aug. 17.
Tower Realty Co. (WCUM), Cumberland, Md. (9359), 1490 kc. Aug. 3.
Ukiah Broadcasting Co., Ukiah, Calif. (9279), 1400 kc. Aug. 17.
Valley Broadcasting Corp., Holyoke, Mass. (9161), 930 kc. Aug. 17.
Village Broadcasting Co. (WEBS), Oak Park, Ill. (9344), 1490 kc. Aug. 3.

FLORIDA NETWORK STATION

Here's a grand opportunity to live in one of Florida's most delightful cities and operate a network facility that is consistently growing and has real future possibilities. This station is very well equipped, occupies a favorable technical position and owns valuable real estate. Price $100,000.00. Financing arranged.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON D. C.	DALLAS	SAN FRANCISCO
James W. Blackburn	711 Construction Bldg.	Ray V. Hamilton
Washington Bldg.	S. Akard and Wood Sts.	235 Montgomery Street
Sterling 4341-2	Central 1177	Exbrook 2-5672

FIAR SESSIONS

End in Washington

A REGIONAL assignment plan, designed to effect an orderly registration and utilization of radio frequencies throughout the radio spectrum, was adopted at the joint meeting of International Telecommunications Union Region 2 and Fourth Inter-American Radio Conference, which concluded in Washington, D. C., July 9. In addition, all delegations signed the Inter-American Radio Agreement at the final plenary session.

The conference, attended by representatives of 24 nations, also adopted a strong declaration of principles on freedom of information in the American region [BROADCASTING, July 11]. The assignment plan was the first complete one to be adopted for any region of the world under provisions of international radio regulations initiated at Atlantic City, N. J., in 1947, according to the State Dept. The conference had been in session since April 25 [BROADCASTING, April 25, May 2, June 20].

Reviewed Santiago Pact

Among its accomplishments, FIAR reviewed and revised the existing 1940 Inter-American Radio Agreement of Santiago, Chile, covering allocation of frequencies for different services in the American region; technical standards relating to suppression of interference; freedom of information in communication. Deliberations covered activities of over 10,000 stations in the Western Hemisphere.

Also adopted were a series of recommendations and resolutions embracing hemisphere radio communications with respect to world wide telecommunication; allotment of frequencies for aeronautical communication services; interchange and retransmission of cultural radio broadcast programs. American member states were urged to promulgate necessary measures extending freedom of radio expression similar to that enjoyed by the press. A world wide telecommunication conference is slated to be held in Buenos Aires in 1952.

Programs

JACK-POT QUIZ with questions drawn from outsize replicas of milk bottles is aired on WPGH Pittsburgh, Pa. Show, titled *It's in the Bottle*, is sponsored by Pittsburgh's Zeuger Milk Co. and features Bettelou Purvis, disc jockey and Ed Bartel, local singer.

'Caucus' on TV

PUBLIC HEARING on some current question will be moderated weekly by Bryson Rash, special features editor, on WMAL-TV Washington. Program will simulate committee meeting on Capitol Hill with Congressmen questioning expert witnesses. Setting will resemble caucus room at Capitol.

City Meets Tourists

LOCAL STOREKEEPERS and city council of St. Thomas, Ont., sponsor five day weekly *Meet the Tourists* program on CHLO same city. Station reporters meet tourists on road and bring them into station for interviews. Tourists receive free parking privileges, tourists guides and souvenirs supplied by merchants.

Flying Safety

SLOGAN CONTEST to promote flying safety was conducted by Iowa Aeronautics Commission through facilities of WHO Des Moines. Contestants had to be Iowa pilots registered with Aeronautics Comm., but from this restricted group 1,410 slogans were received from 1,300 individuals, WHO reports.

Radio Column

TEEN-AGERS in news and topics of interest to high school boys and girls are aired weekly on WLOW Norfolk, Va. Program is conducted by Vera Trexler, 17-year-old Norfolk Teen-Ager of the Year, and called *Summer Edition*. Sponsor is Royal Crown Cola.

'Job For You'

WTMJ-TV Milwaukee has inaugurated *The Job for You*, career guidance show. Produced in cooperation with Milwaukee branch of Wisconsin State Employment Service, public service feature introduces panel of four young persons each week for discussion of their own case histories before experts on "opportunity board." Willett S. Main, manager of Milwaukee branch, is permanent moderator. Vocation guidance and industrial leaders comprise remaining three board members. They offer suggestions to each applicant on how to strengthen presentations, how skills can best be used and how applicants can best look for jobs.

'This Is Michigan'

STORIES of representative Michigan state industries are aired weekly as public service dramatic presentation on WXYZ Detroit. Show titled *This Is Michigan*, is designed to inform citizens of what industry has contributed to well being, how it has helped communities prosper, and how new industrial development can be attracted.

Key to City

OBSERVANT listener to WGAR Cleveland, Ohio, who identifies mystery landmark or city in northeastern Ohio and writes best letter telling why he would like week's free vacation will receive key to the city. Additional prizes offered by program, called *Key to the City*, are seven days paid vacation for two in Hotel Statler, seats in mayor's box at ball game and many others.

Two Newarks Celebrate

TWO-WAY RADIO hook-up between WNJR Newark, N. J., and BBC in Newark-on-Trent, England, helped celebrate English city's 400th anniversary. Program was broadcast from city hall in Newark, N. J., and duplicated in England from Newark-on-Trent's Town Hall. Featured were exchange greetings between mayors and conversation between William Watson of Bayonne, N. J., and his brother, Arthur, of Newark-on-Trent.

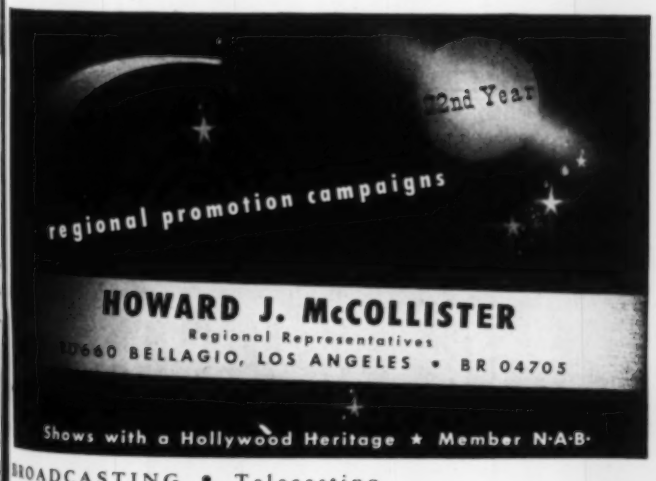
Last Year's News

PAGES OF LIFE turn back one year every Friday night on WMAR-TV Baltimore's *Year ago Tonight* program. Using film accumulated from WMAR-TV newsreel, station reproduces happenings which were front-page news, local and national, 365 days before. Program is written by William Jabine 2d, station's staff writer.

Fishing Program

PROGRAM *Sportingly Yours*, which advises fishermen in the Milwaukee area on choice angling spots and offers $100 nightly in fishing equipment, is heard daily on WMAW Milwaukee, with prizes offered for best hints on how to catch trout or bass. The program was incorrectly listed last week in the Program Dept. of BROADCASTING as appearing on WISN Milwaukee.

TRIBUTE to MBS *Straight Arrow* program has been given by 1949 Inter-American Indian Pow-Wow at Flagstaff, Ariz. Program was cited for featuring a hero who "has consistently fought to portray the American Indian in his true light."


2nd Year
regional promotion campaigns
HOWARD J. McCOLLISTER
Regional Representatives
10660 BELLAGIO, LOS ANGELES • BR 04705
Shows with a Hollywood Heritage ★ Member N·A·B·

GRAB A BIGGER SLICE OF THE AUDIENCE...

Spin These Special RCA Victor "DJ" Platters*

The Four Winds And The Seven Seas
Out Of Love
DJ-713

Roseanna
A Sunday Out In The Country
DJ-733

That Old Black Magic
Jump Did-Le Ba
DJ-734

*"DJ" disks couple the cream of the RCA Victor hits for your convenience!

RCA VICTOR RECORDS

MONIES BILL

Reported To Senate

SALARY provisions relating to FCC and FTC have been stricken from the independent offices appropriations measure (HR 4177) reported to the Senate floor July 8 by the Senate Appropriations Committee.

The committee had approved the 1950 budget bill which restored to FCC the full $108,000 cut by the House last May. It recommended $6,633,000 for the Commission, or the amount called for in the budget estimate [BROADCASTING, July 11]. Sum of $3,639,000 was approved for FTC—$100,000 below the budget estimate and $189,000 above the House allowance.

The Senate committee noted that it had allowed FCC $84,000 under current appropriations, which it listed as $6,717,000 for salaries, expenses, printing and binding. The House Appropriations Committee last May reported current Commission appropriations at $6,350,000, covering the same phases, before Congress had supplied deficiency appropriations for various agencies, including FCC.

In its report the committee, headed by Sen. Joseph O'Mahoney (D-Wyo.), deleted a provision which would have raised Commissioner salaries from $10,000 to $12,000 "so long as the present incumbents hold office." It pointed out that a similar measure already was before Congress (HR 1689—see story below) and that "establishment of salaries for only a few would only serve to confuse the issue."

It also provided that appropriations could not be used to pay employes in personnel service when the ratio of those positions to "full-time, part-time or intermittent" positions exceeds the ratio set aside by the Bureau of the Budget. Prohibition would apply to employes devoting 50% of their time to administrative services, and all or a portion of that time to personnel services performed for civilian employes in the U. S.

The $84,000 cut from FCC's current 1949 fiscal period total of $6,717,000 would encompass decreases of $44,000 for salaries and expenses and $40,000 for printing and binding. International telecommunications settlements of $200,000, appropriated for the current fiscal year and estimated for 1950, would be preserved.

MARKING 25 years in radio, Norman Brokenshire (r) receives an inscribed silver cigarette case from Niles Trammell, NBC president. Mr. Trammell made the presentation, on behalf of the office group of WNBC New York, just prior to Mr. Brokenshire's anniversary program on WNBC late last month.

COMMISSIONERS VS. SENATORS

Question of Compensation Raised on Hill

SHOULD commissioners of FCC, FTC and other agencies and the various Assistant Secretaries of State, including one in charge of Public Affairs and responsible for Voice of America, receive more annual compensation than a U. S. Senator?

That question stirred an exchange of opinions in Congress July 8 when the House gave its approval to legislation boosting salaries of commissioners from the present $10,000 to the proposed $16,000. Included also were similar increases for assistant secretaries. The measure has gone to the Senate where it has been placed on the calendar.

The measure (HR 1689) drew House approval, but only after defeat of a motion for recommittal to committee, and beating down of two amendments which would have either scaled down salaries to $12,500 or deleted a provision authorizing the President to increase pay of chairmen of various agencies, including FCC's incumbent Wayne Coy. He could receive $18,000. Another amendment, also defeated, would have delayed the effective date to July 1, 1950.

Rep. Richard Wigglesworth (R-Mass.) told House colleagues he favored "reasonable increases . . . for those in major positions" but noted that it included "a whole string of commissioners," including FCC, all of whom "are to receive $1,000 more than any United States Senator." He asked "why should every assistant secretary in the executive departments be bracketed with a U. S. Senator?"

George V. Allen, present assistant state secretary of public affairs, who is charged with responsibility for Voice of America, would receive $15,000 in place of his current salary of $10,330.

Rep. John W. McCormack (D-Mass.) felt, on the other hand, that in the case of FTC, "equity and justice" calls for the proposed increases, because their salaries hadn't been boosted in 35 years, whereas Cabinet members received a raise 24 years ago. FTC members also receive $10,000.

An amendment by Rep. Edward H. Rees (R-Kan.), scaling commissioner salaries down to $12,50[illegible] was defeated. It was Rep. Ree[illegible] also who moved to recommit th[illegible] whole bill to the Post Office an[illegible] Civil Service committee. The m[illegible] tion was beaten, however. A pr[illegible] vious amendment adopted by th[illegible] full committee had cut the sala[illegible] figure from $17,500 to $16,000.

Truman Urges Action

President Truman himself ha[illegible] urged "prompt action" on the b[illegible] on the grounds that "inadequa[illegible] salaries have long made it diffic[illegible] to obtain and hold able men . . . for government service." H[illegible] pointed out that for most of the[illegible] positions there had been no i[illegible] creases in years and that, by co[illegible] trast, other salaries and oppo[illegible] tunities, especially those in priva[illegible] industry, have "risen sharply" an[illegible] greatly expanded.

AAAA Pacific Council

GOVERNORS of Pacific Coun[illegible] of Southern California chapter [illegible] the American Assn. of Advertisi[illegible] Agencies meet July 25 in Sa[illegible] Francisco to make plans for th[illegible] annual Pacific Coast Council Co[illegible] vention to be held Oct. 16-19 [illegible] Arrowhead Springs Hotel, Arro[illegible] head Springs, Calif.

How spot time buyers benefit from Service-Ads* in SRDS

Take this WGY ad, for instance. It highspots up-to-press-time information on Coverage, Sales Potential, Audience, Mail Pull, Results, Cost . . . additional information that helps you when you're making station selections or that suggests the availability of further data you may want to consider.

Time buyers tell us such Service-Ads* save their time, bring them up to date, make it easier for them to identify the stations that offer the best possibilities in the markets of specific interests.

We're doing what we can to get stations to make real Service-Ads* of all the space they use in SRDS Radio & TV Section. For example, the SPOT RADIO PROMOTION HANDBOOK we've just published describes the kind of station information time buyers say they want. If you would benefit from better station promotion, why not mention the Handbook to your radio friends. They can get copies from us at a dollar per.

*Service-Ads in SRDS are informative ads near listings that sell by helping buyers buy.

STANDARD RATE & DATA SERVICE, Inc.
The National Authority Serving the Media-Buying Function
333 NORTH MICHIGAN AVENUE • CHICAGO 1, ILL.

FOR $ALES

—Over a million people in 79 counties of Georgia, South Carolina and Florida.

—3½ times more people than any other station in this market.

—A $557,206,000 retail sales area.

It's 630 in Savannah WSAV

630 kc. 5,000 watts Full Time

Represented by Hollingbery

Promotion

TO WHET appetites of local columnists for publicity stories on WFIL Philadelphia contest, station sent real "bread and butter" letter to writers. Letter was accompanied by roast beef sandwich designed to emphasize possibilities of prize yearling steer, which goes to contest winner. Listeners to *Farmer Jones* program are invited by Commentator Howard Jones to estimate steer's weight, on basis of their knowledge of livestock care and daily reports on animal's diet and condition.

Baton vs. Baseball

BANDLEADER Sammy Kaye, Cleveland Indians fan, and Yankee baseball announcer, Mark Scott, supporter of Boston Red Sox, have made following agreement: If Sox are on top of league in August Mr. Kaye will do play-by-play announcing of two innings of a Yankee game for WLOW Norfolk, Va.; if Indians are winning, however, Mr. Scott must direct Mr. Kaye's orchestra on coast to coast broadcast originating from Virginia Beach, Aug. 12.

KRNT Data Booklet

KRNT Des Moines has prepared for free distribution 68-page planographed booklet containing pertinent data about station, market served with various percentage comparisons, facts and figures on food sales and sales tax collections, wealth and population concentrations. Entitled *Facts About KRNT and Vital Des Moines Market*, booklet tells story of "Farmer Is Bigger than Wall Street."

'Miss Television'

ELIMINATION contests held during series of one-hour Sunday night telecasts on WATV (TV) Newark, N. J., will lead to selection of "Miss Television of 1949." Contest is cooperative venture of station and New Jersey Savings Bond Division of U. S. Treasury Dept., and is open to young women residents of New Jersey, New York, Pennsylvania and Connecticut.

'On the Beam'

POSTCARD picturing Sons of the Pioneers and Sunbeam bread trademark have been sent to 1,000 outlets by WHBC Canton, Ohio. Card promotes interest in Sons of the Pioneers bi-weekly broadcast for Sweaney Bakery products.

'WOAI Merchandiser'

SUMMER issue of "WOAI Merchandiser," quarterly booklet published by WOAI San Antonio, is being distributed. Illustrated booklet features articles on television and is slanted towards food and drug retail trade.

Barn Dance Tickets

OVERSIZED TICKETS, which can be exchanged for free seats at Saturday night *WLS National Barn Dance* on WLS Chicago, have been mailed to advertisers and agencies throughout country. Feature is part of station's 25th anniversary celebration.

Draws Panama Inquiry

REQUEST for information on its safety program, *So It Can't Happen to You*, has been received by KXOK St. Louis from a sergeant in Panama Canal Zone. Station reports that Sgt. Frank E. Prendergast of Canal Zone wrote asking for specific information on format of show after reading article in BROADCASTING, April 25, concerning show's 500th consecutive weekly broadcast. Program is presented by KXOK in cooperation with St. Louis Police Dept. and is conducted by Lt. Roland J. Schumacher of Traffic Education Div. Sgt. Pendergast explained he wanted information to aid him in conducting similar program in Canal Zone.

'Spot of the Week'

GIVING CREDIT where credit is due, WKIP and WHVA (FM) Poughkeepsie, N. Y., each week choose an outstanding spot from roster of current advertisers using transcribed announcements, selected on basis of production, quality and sales appeal. Spot is aired (free) with appropriate comments about its origin and agency on *Carter's Corner*, disc jockey show.

WLAC's Public Interest

ILLUSTRATED booklet titled ". . . In the Public Interest" issued by WLAC Nashville, Tenn., features survey of station's activities prompted by service to the public. Pictures and brief accounts of programs, as well as unusual happenings or interviews are included in addition to information on CBS programs.

Talent Hunt

TALENT hunt, sponsored by CFRN Edmonton, Alta., and Associated Canadian Travellers' of Edmonton, has resulted in over $25,000 being raised for crippled children. Amateur radio artists appear each Saturday on CFRN's *Search for Talent*, the proceeds going into the fund.

Motor Safety

TEN DOLLARS and framed certificate will go to Florida station whose personnel has broadcast greatest amount of original and resourceful local programs dealing with traffic safety and motor vehicle accident prevention, in contest sponsored by Tampa Motor Club, Tampa, Fla. Contest is designed to encourage radio and newspapers to help educate public in need of motor accident prevention.

Polka King

POLKA LISTENER poll has been conducted over *Polka Parade* and *Polka Party* on WJMO Cleveland. In two weeks of contest, over 14,000 votes were cast establishing Johnny Vadnal, RCA Victor recording artist, as "King of the Polkas." Mr. Vadnal was presented with plaque and set of copper beer mugs at coronation ceremony.

Seasonal Slumps

FOLDER containing answer to seasonal slump problems has been distributed by WGAR Cleveland, Ohio. Included is "case history" of one campaign with relevant data and suggestions.

Audition Time

AUDITIONS to find second "Sugar Chil" Robinson (young Negro prodigy) in conjunction with its amateur program, *Starlit Stairway*, have been completed by WXYZ-TV Detroit. Search for pianist, who must be under 16 years of age, non-professional, and currently not under contract, was conducted in Detroit area. Final winner was selected by Pianist Frankie Carle. Winner received one week booking at Detroit's Fox Theatre, plus either $250 or a musical scholarship.

'Modern Romances'

PROMOTION for WCOP-ABC Boston *Modern Romances* show, based on stories in *Modern Romances* magazine, has included preparation of 20,000 flyers, used in cooperation with Dell Publishing Co.'s Greater Boston distribution of July issue of magazine. Station also supplied WCOP stickers for truck posters and local window displays. One of station's windows was given over to *Modern Romances* display, and certain features in July issue also were plugged immediately following each morning broadcast of show.

PROMOTION PERSONNEL

J. D. HILL, former continuity writer for KSAL Salina, Kan., is now in selling department and handling promotion for same station.

ALF T. PARKES has rejoined CKCW Moncton, Ont., as promotion director.

GEORGE A. KOEHLER, director of sales promotion for WFIL WFIL-FM WFIL-TV Philadelphia, will also supervise advertising for stations. Mr. Koehler joined WFIL in 1945 as member of special events staff after serving as B-17 pilot with Air Force in Europe.

ROBERT M. PURCELL, director of public service for KTTV (TV) Los Angeles, has been presented Citizenship Award medal by Los Angeles County Council of Veterans of Foreign Wars for on-the-spot announcing on telecast of the recent Kathy Fiscus tragedy.

GATES
100% EQUIPMENT SOURCE
Over 5000 items in stock from soldering lugs to 10 KW transmitters A.M. and F.M.
Make Gates your one source for all broadcasting equipment needs. Six daily air freight flights serve your emergency needs wherever you may be.
TELEPHONES:
IN QUINCY 522
IN WASHINGTON MET. 0522
GATES RADIO COMPANY
QUINCY, ILLINOIS, U. S. A.

Up to 42% Savings on your Recording Costs!

By The Sensational New

COLUMBIA

(lp) Microgroove Method

See How You Save!

*Substantially Lower Cost Per Record

*More Program Time Per 12" Disc Than On Present 16" Record

12" Record Plays 20 Minutes, each side
10" Plays 13 Minutes, each side.

Full Columbia Transcription Quality Maintained Throughout.

CALL, WRITE, WIRE FOR FULL DETAILS!

Columbia Transcriptions

A Division of Columbia Records, Inc. ®

Trade Marks "Columbia" and ® Reg. U. S. Pat. Off. Marcas Registradas ® Trade Mark

Los Angeles: 8723 Alden Drive Bradshaw 2-5411

New York: 799 Seventh Avenue Circle 5-7300

Chicago: Wrigley Building 410 North Michigan Ave. Whitehall 6000

The Texas Rangers

"AMERICA'S FINEST WESTERN ACT"!

The Texas Rangers, stars of stage, screen, radio and television, early this summer made a personal appearance tour in the Midwest. They are pictured here in Oklahoma City, when they were commissioned honorary Colonels of the State of Oklahoma by Governor Roy J. Turner.

The Texas Rangers transcriptions, used on scores of stations from coast to coast, have achieved Hooperatings as high as 27.4.

Advertisers and stations — ask about our new sales plan!

Wire, write or phone

ARTHUR B. CHURCH *Productions*
KANSAS CITY 6, MISSOURI

Feature of the Week

(Continued from page 18)

cars and busses cards carrying both themes were posted in a month-long (June 15-July 15) campaign. Summer listening promotion copy also appeared in signs just above the rear license plates of 105 Checker cabs starting June 20.

In addition, KOIL representatives called on 106 dealers and distributors and obtained their cooperation in building window and counter displays of portable radios. KOIL provided easel-backed car cards for the purpose.

Other phases of the summer promotion campaign include weekly mailings, a display in the KOIL studio lobby, studio banners and a card on a sidewalk quiz show stand. KOIL also used 1" x 2" and 2" x 3" ads in the *Omaha World Herald* and the *Omaha Shopping News*.

As a result of the campaign 13 of KOIL's regular accounts, including department stores, cleaners, clothiers, banks and camera companies, have slanted their copy vacationwise, the station reports. Five accounts have been added and four others reinstated since the campaign began.

JAMES MASON, English film star, on July 14 started eight-week summer sustaining dramatic series, *Imagination*, on NBC, Thurs., 9:30-10 p.m. (EDST).

National Nielsen-Ratings Top Programs

(TOTAL U. S., INCL. SMALL-TOWN, FARM AND URBAN HOMES —and including TELEPHONE and NON-TELEPHONE HOMES)
JUNE 5-11

NIELSEN-RATING †

Current Rank	Previous Rank	Program	— Current Rating — Homes (000)	%	Points Change
EVENING, ONCE-A-WEEK					
1	1	Lux Radio Theatre	7,109	18.1	+4.2
2	5	Suspense	6,245	15.9	+4.1
3	7	Crime Photographer	6,009	15.3	+3.3
4	2	My Friend Irma	5,577	14.2	+5.1
5	24	Mr. District Attorney	5,499	14.0	+1.9
6	8	Mr. Keen	5,381	13.7	+3.8
7	25	First Nighter	4,949	12.6	+4.6
8	3	Walter Winchell	4,909	12.5	+5.0
9	23	Bob Hope	4,870	12.4	+4.8
10	4	Godfrey's Talent Scouts	4,713	12.0	−5.4
11	38	Ford Theatre	4,713	12.0	+1.5
12	33	Big Story	4,634	11.8	+0.8
13	51	Mr. Chameleon	4,634	11.8	+2.5
14	14	This Is Your FBI	4,320	11.0	−2.2
15	53	Philip Morris-Horace Heidt	4,281	10.9	+1.9
16	16	Fat Man	4,242	10.8	−2.4
17	31	Duffy's Tavern	4,242	10.8	−0.4
18	12	Bob Hawk Show	4,242	10.8	−3.0
19	61	Dr. Christian	4,163	10.6	+2.1
20	28	Adventures of Sam Spade	4,163	10.6	−0.9
EVENING, MULTI-WEEKLY					
1	1	Lone Ranger	3,299	8.4	−0.8
2	2	Beulah Show	3,063	7.8	−0.3
3	4	Counter-Spy	3,063	7.8	+0.5
WEEKDAY					
1	1	Arthur Godfrey (Ligg. & Myers)	3,888	9.9	−1.1
2	7	Pepper Young's Family	3,770	9.6	+1.8
3	4	Right to Happiness	3,692	9.4	+0.4
4	2	Young Widder Brown	3,535	9.0	−0.2
5	3	When A Girl Marries	3,535	9.0	0.0
6	6	Backstage Wife	3,378	8.6	0.0
7	9	Stella Dallas	3,299	8.4	+0.2
8	13	Portia Faces Life	3,103	7.9	+0.1
9	8	Wendy Warren	3,024	7.7	−0.5
10	20	Lorenzo Jones	2,906	7.4	+0.1
11	5	Arthur Godfrey (Nabisco)	2,906	7.4	−1.4
12	12	Ma Perkins (CBS)	2,906	7.4	−0.4
13	10	Our Gal, Sunday	2,867	7.3	−0.8
14	19	Aunt Jenny	2,867	7.3	−0.1
15	11	Rosemary	2,789	7.1	−1.0
DAY, SATURDAY					
1	3	Stars Over Hollywood	3,535	9.0	+0.2
2	1	Armstrong Theatre	3,260	8.3	−1.9
3	2	Grand Central Station	3,221	8.2	−1.5
DAY, SUNDAY					
1	3	House of Mystery	1,885	4.8	−0.8
2	6	Quiz Kids	1,846	4.7	+0.1
3	4	The Shadow	1,650	4.2	−0.8

Copyright 1949, A. C. Nielsen Co.
NOTE: NUMBER OF HOMES IS OBTAINED BY APPLYING THE "NIELSEN-RATING" (%) TO 39,275,000—THE 1948 ESTIMATE (REVISED) OF TOTAL U. S. RADIO HOMES.
(†) HOMES REACHED DURING ALL OR ANY PART OF THE PROGRAM, EXCEPT FOR HOMES LISTENING ONLY 1 TO 5 MINUTES.

Getting your pressings when you **want** them?

You have a right to expect speedy handling of your recording jobs and pressings—with *no sacrifice of quality*. Top engineering skill and equipment are your best assurance of the kind of service you want. At RCA Victor you get the benefit of:

- The most modern equipment and facilities in the trade, plus 50 years' accumulated "know-how."
- High-fidelity phonograph records of all kinds. All types of Vinylite transcriptions.
- Complete facilities for turning out slide film and home phonograph type records.
- Fast handling and delivery.

First in the field!

When you can get RCA "know-how"—why take anything less?

Send your masters to your nearest RCA Victor Custom Record Sales Studio:

155 East 24th Street
New York 10, New York
MUrray Hill 9-0500

445 North Lake Shore Drive
Chicago 11, Illinois
Whitehall 4-2900

1016 North Sycamore Avenue
Hollywood 38, California
Hillside 5171

You'll find useful facts in our Custom Record Brochure. Send for it today!

RCA VICTOR DIVISION
CUSTOM RECORD SALES

RCA VICTOR
Signs Five New Stars

PERCY FAITH, Mindy Carson, Phil Regan, Emery Deutsch and Michael O'Duffy have been signed to exclusive recording contracts by RCA Victor, it was announced by J. L. Hallstrom, manager of the company's popular artists and repertoire department.

Mr. Faith first won renown with the CBC and in 1940 became permanent conductor for the *Carnation Family Hour*. Miss Carson gained attention as a singer on the Paul Whitman *Stairway to the Stars* ABC program. Mr. Regan is renowned as the singing cop from Brooklyn. Irish-born Mr. O'Duffy now is heard on his own program over Mutual. Mr. Deutsch's first album with his violin and orchestra will be released in September.

IN CINCINNATI, WHAT STATION HAS THE LOWEST COST PER THOUSAND?

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

NEW MANAGERS
For Inter-City's WKIX WCOG

Mr. Bochman

Mr. Sullivan

CHANGES in management of two stations operated by Inter-City Advertising Co in North and South Carolina were announced by George Dowdy, Inter-City president, last week.

Henry E. Sullivan, WKIX Columbia, S. C., manager, goes to Greensboro, N. C., to succeed Gordon Anderson as WCOG manager. Mr. Anderson resigned to go into business with his brother at Forest City, N. C.

Succeeding Mr. Sullivan at WKIX is W. C. Bochman, who began his radio career with WCOS Columbia in 1939. Mr. Bochman was named WCOS manager in 1942, serving until 1948 when he resigned to enter the publishing business. He served as a member of the ABC advisory board for two years.

Mr. Sullivan, who once served as program director of WBIG Greensboro, entered radio in 1938. He has continued in that field except for a World War II interim during which he served in the Navy.

Walter H. Goan continues as general manager of WAYS, Inter-City's Charlotte, N. C., station.

QUAAL CONTRADICTS JOHNSON
Cites Home Town Ishpeming as 'Inadequacy' Example

WARD QUAAL, director of the Clear Channel Broadcasting Service, took issue last week with Sen. Edwin C. Johnson (D-Col.) on the adequacy—or inadequacy—of radio service both for the nation as a whole and for his home town of Ishpeming, Mich.

Sen. Johnson, chairman of the Senate Interstate Commerce Committee and author of several clear-channel breakdown bills, had written a letter admonishing FCC not to be "bamboozled" by the "highly colored assertions of the clear-channel lobby" [BROADCASTING, July 11].

The letter was touched off by Mr. Quaal's reference, during testimony before the commerce committee, to the "inadequacy" of service in Ishpeming. Sen. Johnson claimed that in addition to service from its own local station, WJPD, Ishpeming receives service from 14 other stations.

Answering these claims station by station in a letter to the Senator, Mr. Quaal claimed that actually only one station—WJPD Ishpeming—provides the city with primary service both day and night. He denied that WJPD, a 250-watter, could render "excellent" primary service over the range Sen. Johnson attributed to it, or that it could render satisfactory "secondary" service at all.

Aside from WJPD, he said, Ishpeming receives daytime primary service from WDMJ Marquette. "These are the only truly satisfactory services," he declared. He continued:

In addition, certain clear-channel stations affiliated with the four principal networks furnish occasional secondary nighttime service to the area. By the use of higher power on these clear-channel stations, these inadequate signals could be improved. I must emphatically disagree with your assertion that the Ishpeming area receives service "from 14 other radio stations" in addition to the service received from its local station. The facts are that Ishpeming does not receive adequate radio service. In the absence of better signals, it is forced to be content with what it can get, but this is no reason against improvement.

It appears to me that the Ishpeming area, and the other inadequately served areas throughout the Upper Peninsula of Michigan and the rest of the country are entitled to at least four consistently dependable services both during the day and the night. Higher power on clear channels is the only practical method of accomplishing this.

To Sen. Johnson's suggestion that he cannot find any so-called "white areas" of the country which have inadequate service, Mr. Quaal replied that "not a single witness" in FCC's three-year clear-channel proceeding "stated or inferred that present AM service is adequate." He quoted FCC Chairman Wayne Coy as saying that 20,000,000 people have never had adequate radio service.

A copy of Mr. Quaal's letter was sent to Rep. John B. Bennett (R-Mich.), whose home district embraces Ishpeming, for inclusion in the *Congressional Record*.

ECONOMICS
Trouble Two Outlets

FURTHER EVIDENCE of economic pressure on broadcasters was seen last week when one AM station asked and received FCC authority to go off the air temporarily for refinancing, while another gave up its FM operation and awaited FCC action on its AM ownership realignment.

WERD Atlanta, Ga., 1-kw daytime on 860 kc, was granted authority to cease operations for 60 days, during which time a refinancing will be undertaken. FCC was told the station, licensed to Radio Atlanta Inc., currently is being operated at a loss but that 60 days should be sufficient to refinance the station structure.

Narragansett Broadcasting Co., operator of WALE and WCFR (FM) Fall River, Mass., was granted cancellation of the construction permit under which it has operated WCFR since July 4, 1947. Meanwhile an application for sale of WALE to the owners of WNBH New Bedford, Mass., for $47,233 was awaiting the Commission's approval.

Narragansett, owned by Fall River business and professional men, told the Commission that WCFR had been operating at a substantial loss since its inception, and that its deletion would help curtail expenses. It is a Class A assignment, Channel 228 (93.5 mc).

Narragansett's WALE is on 1400 kc with 250 w.

FM HOURS
FMA Will Ask FCC To Order More

FM ASSN. will ask the FCC to require more hours of operation by FM stations, as a result of action taken by the FMA board at a meeting held Sunday, July 10. The board took a flat stand against the suggestion of FCC Chairman Wayne Coy that the FCC require jointly owned FM-AM stations to duplicate all programs broadcast by the AM affiliate, contending the station operator should decide what hours he desired to duplicate.

Josh L. Horne Jr., WCEC and WFMA (FM) Rocky Mount, N. C., was elected to the board. He also was named FMA treasurer until the autumn FMA meeting. Mr. Horne is a member of the AP board, president and publisher of the *Rocky Mount Evening Telegram*, and president of the two stations.

The FMA board decided to withdraw a petition filed with the FCC 9 October 1947 involving AM-FM network duplication and endorsed the FCC action banning sound-only broadcasts by TV stations.

Leonard H. Marks, FMA general counsel, was directed to file the minimum hour petition to amend Rule 3.261 with its six-hour minimum daily requirement. The amendments would:

(1) Require FM hours of operation to coincide, as a minimum, the same number of hours as the AM station where there is an FM-AM affiliation in the same city or metropolitan area;

(2) Permit the FM station affiliate to program according to the choice of the licensee as authorized by the Communications Act;

(3) In cases where AM is a daytime station, require FM affiliate to operate a minimum of three hours after 6 p.m., in addition to the same number of hours of AM operation which signs off at local sunset time;

(4) Recognize hardship cases and permit relaxed hours of operation of individually proved hardship cases;

(5) Require independent FM stations not associated with any AM stations to operate the first year a minimum schedule of six hours per day; the second year, eight hours per day; the third year, 12 hours per day and thereafter fulltime.

FMA's board contended that TV broadcasts in which the sound and picture are not related encroach on the sound broadcasting field, deemed unfair competition to both FM and AM stations.

Successful

Experienced

Radio Sales Executive

WANTS A NEW JOB

Thorough background of sales and administrative experience starting with local sales in Metropolitan Market Network Sales; sales and sales management in national spot for representative, plus broad and resultful experience in transcribed, syndicated program field. Has demonstrated ability to stimulate and maintain sales activity among personnel.

Has excellent contacts with buyers of time and programs, and with stations form coast to coast. Fully qualified to:

MANAGE A STATION
SALES MANAGE A STATION
REPRESENT GROUPS OF STATIONS
DIRECT SALES FOR NATIONAL REP
(and personally sell)
ADAPT BACKGROUND AND ABILITIES TO AN AGENCY OPERATION

These things are important to me:

UNLIMITED OPPORTUNITY TO FULLY UTILIZE EXPERIENCE AND ABILITIES.
ASSOCIATION WITH INDIVIDUAL OR ORGANIZATION WITH A HISTORY OF PAST SUCCESS AND PLANS FOR INCREASING FUTURE SUCCESS.

Remember! I'm looking for a *new job;* not a situation or a position.

Box 824B BROADCASTING

FCC Actions

(Continued from page 62)

Manitowoc, Wis.; WRAL Raleigh, N. C.; WSFC Somerset, Ky.; WSNJ Bridgeton, N. J.; WSOC Charlotte, N. C.; WSSV Petersburg, Va.; WTAX Springfield, Ill.; WTIP Charleston, W. Va.; WWCO Waterbury, Conn.; WJNC Jacksonville, N. C.; WGBB Freeport, N. Y.; WINN Louisville, Ky.; WBEJ Elizabethton, Tenn.; WJPD Ishpeming, Mich.; KANE New Iberia, La.; WCOV Montgomery, Ala.; WENK Union City, Tenn.

Opinion and Order

Cross-Out Advertising Co. Inc., St. Louis, Mo.—Dismissed petition requesting declaratory ruling as to whether radio program based on "Cross-Out" game copyrighted and patented by petitioner, violates any Commission rule or regulation or law enforced by Commission.

July 13 Applications . . .

ACCEPTED FOR FILING

AM—1400 kc

Radio South Inc., Jacksonville, Fla.—Application for CP new AM station 1400 kc 250 w unl. AMENDED to request changes ant. and ground system etc. and change name of applicant from Radio South Inc., to Harold S. Cohn and Bert Richmond d/b as Radio South.

AM—1410 kc

WWSC Glens Falls, N. Y.—CP to change from 1450 kc 250 w unl. to 1410 kc 1 kw unl. DA-N. AMENDED to request 1410 kc 1 kw-D 500 w-N DA.

License for CP

WEMP-FM Milwaukee—License for CP new FM station.

TENDERED FOR FILING

AM—630 kc

KCIL Houma, La.—CP to change from 1490 kc 250 w unl. to 630 kc 1 kw unl. DA-DN.

SSA—830 kc

WNYC New York—Extension of SSA to operate additional time between hours of 6 a.m. EST and sunrise New York and between hours of sunset at Minneapolis, Minn., and 10 p.m. EST with DA for period of six months from Sept. 2.

SSA—1400 kc

WLOW Norfolk, Va.—Request for SSA to operate 1400 kc 250 w unl. for period not to exceed 6 mos.

July 14 Applications . . .

ACCEPTED FOR FILING

AM—1300 kc

Voice of Alabama, Cullman, Ala.—CP new AM station 910 kc 500 w D AMENDED to request 1300 kc 1 kw D.

AM—1250 kc

Fort Payne On The Air, Fort Payne, Ala.—CP new AM station 1250 kc 250 w D AMENDED to request 1250 kc 1 kw D.

AM—1580 kc

Rock River Valley Bcstg. Co., Watertown, Wis.—CP new AM station 920 kc 500 w D AMENDED to request 1580 kc 250 w D.

Modification of CP

Mod. CP new FM station for extension of completion date: WAGA-FM Atlanta, Ga.; WRWR Albany, N. Y.; KTRH-FM Houston, Tex.

KRIC-FM Beaumont, Tex.—Mod. CP new FM station to change ERP to 14 kw, antenna height to 385 ft.

License for CP

WBUT-FM Butler, Pa.—License for CP new FM station.

TENDERED FOR FILING

SSA—1490 kc

WCNC Elizabeth City, N. C.—Request for SSA on 1240 kc 250 w unl.

APPLICATION RETURNED

W F A K Charleston, S. C.—RETURNED July 12 mod. license to change from 1 kw D to 1 kw-D 100 w-N.

July 14 Decisions . . .

BY COMMISSION EN BANC

Petition Denied

WMRN Marion, Ohio—Denied petition for immediate consideration and grant without hearing application for CP to install new vertical ant. and mount FM ant. on AM tower; designated application for hearing, at time and place to be designated later, in consolidated proceedings with Hico Bcsters., Jonesville, Mich., WJBK Detroit, Mich., WABJ Adrian, Mich., and made WBEX Chillicothe, Ohio, and WSRS Cleveland Heights, Ohio, parties to proceeding.

Request Granted

WERD Atlanta, Ga.—Granted request to cease operation for period of 60 days in order to refinance structure of station.

Hearing Designated

KTSA KTSA-FM San Antonio, Tex., KANS Wichita, Kan. and KRGV Weslaco, Tex.—Designated for consolidated hearing at time and place to be specified later, applications for consent to transfer control of KTSA KTSA-FM; assignment of license of KANS and assignment of license of KRGV (story page 37).

KLAC KLAC-TV Los Angeles, Calif. and KYA San Francisco, Calif.—Ordered consolidated hearing at time and place to be designated later, on applications for consent to transfer control of KLAC KLAC-TV and KYA from Dorothy Schiff (Thackrey) to Warner Bros. Pictures (story page 28).

Petition Denied

WQUA Moline, Ill.—Denied petition of WQUA requesting that application of American Bcstg. Stations Inc. for renewal of license WMT Cedar Rapids, Iowa, be designated for hearing, and that WQUA be made party to proceeding (story page 37).

FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO JULY 14

Summary of Authorizations, Applications, New Station Requests, Ownership

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,007	1,976	213		417	242
FM Stations	726	379	489	12*	51	30
TV Stations	64	12	106		345	182

* 5 on air

CALL ASSIGNMENTS: KBTA Batesville, Ark. (White River Valley Bcstrs. Inc., 1340 kc, 250 w, unlimited); KELW Mankato, Minn. (Minnesota Valley Bcstg. Co., 1420 kc, 1 kw, unlimited, directional); KRAO Red Oak, Iowa (Red Oak Radio Corp., 1600 kc, 500 w, daytime); WBSM New Bedford, Mass. (Bay State Bcstg. Co., 1230 kc, 100 w, unlimited; WCHF New Orleans (Louisiana Bcstg. Co. 1540 kc, 50 kw daytime, 25 kw nighttime. DA-2); WIML-FM Jersey City, N. J. (Seymour N. Siegel); WJCM Sebring, Fla. (Highlands Bcstg. Co., 1340 kc. 100 w, unlimited); WMSL-FM Decatur, Ala. (Tennessee Valley Bcstg. Co. Inc.); WPIO Northampton, Mass. (Pioneer Valley Bcstg. Co., 1400 kc, 250 w, unlimited). WBSM-FM New Bedford, Mass. (Pioneer Valley Bcstg. Co., 1400 kc, 250 w unlimited). WBSM-FM New Bedford, Mass. changed from WBSM (Bay State Bcstg. Co.).

* * *

Docket Actions . . .

INITIAL DECISION

Jacksonville, Fla.—Brennan Broadcasting Co., initial decision by Hearing Examiner Elizabeth C. Smith looking toward grant of application for new station on 690 kc, 25 kw unlimited, nighttime directional and denial of WTOC Savannah, Ga., to change facilities from 1290 kc 5 kw unlimited DA-N to 690 kc 10 kw unlimited. Initial decision July 14. (See story this issue.)

Non-Docket Actions . . .

AM GRANTS

Lafayette, La.—Camellia Broadcasting Co. Inc. granted 1390 kc, 500 w daytime. Estimated cost $19,787. Principals: Paul H. De Cloute, sweet potato broker and warehouse operator, president 25%; Thomas A. De Cloute, sweet potato broker, vice president 25%; Harold J. Delhommer, auto parts, vice president 25%; John W. Mitchell, director of Southwest Louisiana Trade School, secretary-treasurer 25%. All four men own 25% each in Trades Inc., trade school at Lafayette, La. Granted July 8.

Fitchburg, Mass.—Wachusett Broadcasting Co. granted 1580 kc, 1 kw daytime. Estimated cost $17,564. Principals include: Donald L. Coleman, chief engineer WBEC Pittsfield, Mass., 15%; Albert E. Keleher, physicist, 28½%; J. Gordon Keyworth, consulting engineer, and ½ owner WMNB N. Adams, Mass. 28½%; James L. Spates, 12% owner Telecolor Corp., Springfield, Mass. Partnership agrees that with grant they may become corporation with pro rata stock interest. Granted July 14.

TRANSFER GRANTS

WDXI Jackson, Tenn.—Granted assignment of license from Aaron B. Robinson tr/as Dixie Broadcasting Co. to a corporation of same name and with Mr. Robinson holding all of stock consisting of 4,000 shares. Mr. Robinson requested change to achieve advantages of a corporate organization. WDXI is assigned 1310 kc with 1 kw daytime. Granted July 12.

WAAT-AM-FM and WATV (TV) Newark, N. J.—Granted transfer of control in Bremer Broadcasting Corp. from Yetta Pollack, executrix of estate of Albert H. Pollack to Yetta in her own right. No transfer or furnishing of Albert H. Pollack to Yetta Pollack in her own right. No transfer or furnishing of funds is involved. WAAT is assigned 5 kw daytime, 1 kw night on 970 kc. WAAT-FM operates on Channel 234 (94.7 mc). WATV (TV) is assigned Channel 13. Granted July 12.

KVSF Santa Fe, N. M.—Granted assignment of license from New Mexico Broadcasting Co. to Santa Fe Broadcasting Co. Inc. Licensee feels that it can function better as corporation. Ownership interest remain same. Principals are: A. R. Hebenstreit, S. P. Vidal and N. S. Buchanan. KVSF is assigned 1260 kc, 1 kw unlimited. Granted July 12.

WXLT Ely, Minn.—Granted voluntary assignment of license from Charles W. Ingersoll to Ely Broadcasting Co. WXLT is assigned 1450 kc, 250 w unlimited. Granted July 12.

Deletions . . .

Two AM authorizations and one FM construction permit were deleted by FCC last week. Total dropouts since first of year are: AM 21, FM 122.

Deletions, effective dates and reason for withdrawals follow:

KALA Alliance, Neb.—Ben J. Sallows, CP July 6. Request of applicant, no reason stated.

KRST Tyler, Tex.—Rose Capital Broadcasting Co. CP July 1. Applicant desires to abandon project.

WCFR (FM) Fall River, Mass.—Narragansett Broadcasting Co., CP July 12. Permittee states that station has been operating with special temporary authority since July 4, 1947, and since its inception has been incurring substantial losses. (See story this issue.)

New Applications . . .

AM APPLICATIONS

Minot, N. D.—North Dakota Broadcasting Co. Inc., 910 kc, 1 kw unlimited, directional night; estimated cost $41,000. Jamestown Broadcasting Co., licensee of KSJB Jamestown, N. D., owns 97.40% of North Dakota Broadcasting Co. John Boler, president of Jamestown Broadcasting has application pending for new station at Charlotte Amalie, Virgin Islands. Filed July 12.

Yuma, Ariz. — Salt River Valley Broadcasting Co., 1240 kc, 250 w unlimited; estimated cost $19,830. Principals: John L. Hogg, partner in Arizona Music Corp., president; Albert D. Johnson, partner in Arizona Music Corp., vice president; Glenn Snyder, 39.29% owner KTUC Tucson, vice president; John R. Williams, secretary; George R. Cook, part owner Prairie Farmer Pub. Co. and some radio interests, treasurer; Irving A. Jennings, member legal firm, Jennings, Strasser, Salmon & Trask, all have equal interest of 16⅔%. Filed July 11.

Herkimer, N. Y.—Robert Harvey Dye, 1230 kc, 100 w unlimited; estimated cost $9,525. Mr. Dye, sole owner, is presently chief engineer at WNDR Syracuse. Filed July 11.

Glenwood Springs, Col.—Glenwood Springs Broadcasting Co., 1340 kc, 250 w SH; estimated cost $8,100. Principals: Douglas D. Kahle, manager KCOL Fort Collins, Col., 50%; Lewis W. Grow, branch manager Mine & Smelter Supply Co., 50%. Filed July 6.

Tulia, Tex.—Tul'e Broadcasting Co. 1150 kc, 250 w daytime; estimated cost $12,500. Principals: Francis D. Burgess, student, 20%; Robert Olin Lowery, engineer KSEL Lubbock, Tex., 20%; Francis J. Burgess, farming, 20%; Alton S. Head, drug business, 20%; Walter B. Jones, drug business, 10%; Roy D. McCasland, dentist, 10%. Filed July 7.

Kinston, N. C. — Commonwealth Broadcasting Corp., 1010 kc, 1 kw daytime; estimated cost $10,000. Commonwealth Broadcasting Corp. is licensee of WLOW Norfolk, Va. Filed July 7.

TV APPLICATIONS

Terre Haute, Ind.—Wabash Valley Broadcasting Corp., Channel 4 (66-72 mc), ERP 15.3 kw visual, 7.65 kw aural, antenna height above average terrain 351 ft. Estimated cost of construction $161,975, first year operating cost $150,000, estimated revenue $50,000. Applicant is licensee of WHTI AM operation in Terre Haute. Filed July 11.

Durham, N. C.—Durham Radio Corp., Channel 4 (66-72 mc), ERP 22.825 kw visual, 11.425 kw aural, antenna height above average terrain 485 ft. Estimated cost $198,270.11, first year operating cost $50,000, estimated revenue $60,000. Durham Radio Corp. is licensee of WDNC and WDNC-FM Durham. Filed July 8.

TRANSFER REQUESTS

WTNT Augusta, Ga.—Transfer of control in Georgia-Carolina Broadcasting Co. to J. B. Fuqua who purchased 900 shares of stock for $75,000. See story BROADCASTING, page 73. Filed July 14.

WALE Fall River, Mass.—Transfer of control in Narragansett Broadcasting Co., from George L. Sisson Jr. et al to Bristol Broadcasting Co., licensee of WNBH New Bedford, Mass. Bristol Broadcasting buys 471½ shares of stock for $47,233. Transferee believes proposed stock purchase can improve WALE with consequent benefit to general public. Filed June 28.

KDET Center, Tex.—Assignment of license from Tom Potter and Tom Foster d/b as Center Broadcasting Co. to Center Broadcasting Co. Inc. composed of original partners and one newcomer. Mr. Foster now holds 49% interest and Mr. Potter holds 50%. William H. Smith, assistant cashier Guaranty Bond Bank, acquires 1 share or 1% for $10. Move is made to gain advanatges of corporate status and make for more flexible business organization. Filed June 28.

JTAC POSITIONS

Hogan, Fink Named

DONALD G. FINK, editor-in-chief of *Electronics*, has been appointed chairman of the Joint Technical Advisory Committee; John V. L. Hogan, president of WQXR New York, has been named vice chairman, and Lawrence G. Cumming, technical secretary, IRE, has been reappointed secretary of the JTAC. Appointments are all for one year, July 1, 1949, to June 30, 1950, and were made by the boards of IRE and RMA.

These two associations jointly formed JTAC in May 1948 to review and evaluate technical and engineering information regarding electronics in order to advise governmental bodies and other professional and industrial groups. JTAC is currently assisting the FCC in its study of the future use for television of the frequencies from 475 mc to 890 mc. It has issued two reports on this subject

Monopoly

(Continued from page 27)

d not touch on radio. Sen. Joseph Mahoney (D-Wy.) also testified. Morris Ernst, New York attorney, delivered a statement in Wednesday's session in which he scored he four big networks and three press associations" as monolistic concentrations. Mr. Ernst, e of radio's more rabid critics, harged "discrimination" against all local stations, asserting hey cannot air programs to other ations in the environs—there is crimination against them—the lephone company will not rent s than one hour of wire." He so alluded briefly to U. S. areas here "the only newspaper owns e only radio station."

Sen. O'Mahoney, another monoly foe, made a passing reference radio stating that the advertis- concentration of four soapakers "shuts out competition."

"Two or three of these (soap) ms control most of the radio me. If you will listen to proams on all the large networks, u will find that these programs e bought by the four big soapakers," he observed. "This shuts t competition."

"Then the newcomer steps in," interposed Rep. Earl C. Michener (R-Mich.). "Kaiser-Frazer is a newcomer. (Yet) Kaiser—Frazer uses more radio time than any other automobile firm. . ."

"Mr. Kaiser is a genius in public relations. . . He even gets his name in print more than you and I." Sen. O'Mahoney chuckled.

With respect to the subcommittee's investigation, President Truman had expressed himself "wholeheartedly in favor of the subcommittee's objectives" and called upon certain independent agencies and executive officers to cooperate with the group. Replying to a letter from the group's general counsel, C. Murray Bernhardt, he noted: "I have added a few agencies to the list you furnished because it seemed to me that your subcommittee might find occasion to call on them for assistance."

FCC was among the regulatory branches added to the original list by Mr. Truman; agencies included ICC, FTC, SEC and FPC. The President dispatched memos to the chairmen of each, "requesting that you and your agency give Mr. Celler and his subcommittee the fullest possible cooperation and assistance, subject only to jurisdiction and appropriation limitation."

NEGRO ARTISTS

Discrimination End Urged for Radio

ESOLUTION that an immediate campaign be launched to end alleged mployment discrimination against Negroes in the radio industry was ssed at the first conference on radio and television sponsored by e Committee for the Negro in the Arts.

The conference, held July 19 New York, also suggested that he radio industry is highly susptible to pressure and therefore n be forced to abandon such urious programs as *Amos 'n' dy*, *Beulah*, and other programs ich falsify and distort the realiof Negro life."

Keynote address of the meeting, tended by some 300 artists, iters and radio people, was made Canada Lee, Negro actor. He rged that an iron curtain exists radio against the Negro people. pointed out that the blame is all radio's, but that radio fols the general pattern of "abuse d slander suffered by the Negro" all fields of entertainment.

Independent stations have made most gains in employment of gro as artists, disc jockeys, nouncers and technicians, accordto Arnold Perle, radio script iter. Reading a paper on indedents, Mr. Perle cited the group the most progressive in content material and in digressing from reotyping. He commended MCA New York and WNEW w York, the former for hiring Negro announcer (Gordon Heath) d Sportscaster Jacke Robinson; latter for its tolerance jingles, ttle Songs on Big Subjects."

Lambert B. Beeuwkes, general nager of WDAS Philadelphia, nted out that his station is conned with competence and productivity, not with a man's race, creed or color. He also said that the station's stand was taken because of the importance of the tremendous Negro market in Philadelphia. He felt that many other station owners agreed with him, and are following the WDAS policy. WDAS, Mr. Beeuwkes revealed, employs a full-time Negro announcer who doubles as time salesman, and "is building himself a real place on the staff." Recently, he reported, the station hired at $150 weekly, Bon-Bon (George Tunnell), a Negro vocalist, to conduct a disc jockey-variety show featuring all types of music. This, he pointed out, refuted conference inferences that Negroes are hired for economy reasons.

Others on the program included Saul Carson, radio editor of *The New Republic*, who warned that television is very apt to follow radio's lead in stereotyping, but cited a number of network variety shows that have used Negro artists as integral parts of the programs.

Paul Robeson, Negro baritone, also addressed the meeting.

Executives of the committee met last Thursday night to plan a fuller meeting next Thursday to work out the "follow-through" on the resolutions passed. Delegates from organizations and guilds concerned with radio and TV will be invited.

Open Mike"

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Hecht Success

EDITOR, BROADCASTING:

I have read the article in the current issue of BROADCASTING on the Hecht Co., and I want to compliment you on the beautiful way that you have handled it.

James Rotto
Sales & Publicity Director
The Hecht Co.
Washington, D. C.

* * *

EDITOR, BROADCASTING:

Many thanks for the tear sheets as well as the excellent account of the Hecht success story, in the July 11 issue of BROADCASTING.

Harwood Martin
President
Harwood Martin Advertising
Washington, D. C.

* * *

EDITOR, BROADCASTING:

May I express my congratulations for the fine article in the current issue of BROADCASTING on the Hecht Co. radio advertising.

We appreciate the highly complimentary references to WGAY. . . .

Joseph L. Brechner
General Manager
WGAY Silver Spring, Md.

* * *

'Talking Mike'

EDITOR, BROADCASTING:

The brief story in the June 27 issue about WSM's "talking mike" was of great interest to us, and we commend that great NBC outlet for tops in ingenuity. However, when our engineers spotted that phrase "radio's first talking mike" in the story, they demanded that a formal challenge be sent to WSM's engineers: Electronic pistols at 20 paces.

Our boys point out that several hundred thousand persons saw a KDKA talking mike (we called it "Magic Mike") at the huge 1948 Allegheny County Fair in September 1948. Moreover, the crowds who heard the Magic Mike were amazed by the fact that KDKA's mike was wireless. They could pick it up, and walk around with it, and the darned thing kept talking. . . .

J. E. Baudino
General Manager
KDKA Pittsburgh

P. S. KDKA's Magic Mike was the "Feature of the Week" in that sterling publication, BROADCASTING, in the issue of September 20, 1948. Who's excited!

* * *

AM Booming at WJEF

EDITOR, BROADCASTING:

. . . I think the following little news item may give evidence to the fact that AM broadcasting hasn't gone completely to the dogs. Local business on WJEF [Grand Rapids] in May 1949 showed an increase of 72.5% over May of 1948 and our local business for the first five months of 1949 is up 19% over the similar period last year. . . .

W. S. Clark
Commercial Manager
WJEF Grand Rapids, Mich.

WTNT SOLD

Fuqua Pays $75,000 For 900 Shares

SALE of WTNT Augusta, Ga. (NBC), to J. B. Fuqua, vice president and general manager of WGAC Augusta (ABC), was announced last week by Edgar W. Teasley, WTNT vice president and general manager. Price was $75,000 for 900 shares of issued stock.

Mr. Teasley and Walter J. Brown, president of WTNT, WORD Spartanburg, S. C., and WTWA Thomson, Ga., retain a 6.6% interest in WTNT under a stock repurchase agreement. Mr. Fuqua will resign from WGAC and dispose of his 10% stock interest upon approval of the transfer.

Pending FCC approval, Mr. Teasley will continue to operate WTNT, whose constuction he supervised in 1946. Mr. Brown and Mr. Teasley own 51% of WTNT. Other stockholders are P. S. Knox, Jr. and John Cash, of Thomson, and Dr. William Thurmond, of Augusta. Mr. Fuqua established WGAC in 1940 and developed it from a local into a regional. WTNT operates with 250 w on 1230 kc. WGAC is a 5 kw D 1 kw N station on 580 kc.

Mr. Brown issued the statement:

"The coaxial television line is already through Augusta. It was quite apparent to the owners of WTNT that if we stayed in the radio broadcasting business in Augusta we should begin preparing to go into television. Apparently with television in mind, Mr. Fuqua made us an offer to purchase WTNT. Because of his resources and experience in Augusta radio, which is a highly competitive market, we decided the continued development of WTNT and the radio listening and seeing public would best be served by selling WTNT to Mr. Fuqua."

XUM

At Deadline...

TWO COLOR TV STUDIES TO GET UNDER WAY

RADIO MFRS. ASSN. and National Bureau of Standards to conduct separate surveys of color TV status and prospects. Bureau announced membership of committee [BROADCASTING, May 30, June 27] and listed topics to be studied at request of Sen. Edwin C. Johnson (D-Col.), chairman of Senate Commerce Committee.

RMA group to report to parent RMA Television Committee headed by Max Balcom, Sylvania Electric Products, past RMA president. Top group will draw up recommendations on FCC allocations proposal.

Bureau committee to study band width, transmitting and receiving equipment, propagation factors in VHF and UHF bands and adaptability of present TV sets to color or monochrome reception of color signals. It will report in November, and not take part in FCC TV hearings in August.

On bureau group are E. U. Condon, NBS director, chairman; Newbern Smith, chief of NBS propagation laboratory, vice chairman; Stuart L. Bailey, Jansky & Bailey, IRE president; W. L. Everitt, dean, U. of Illinois Engineering College; Donald G. Fink, editor and JTAC chairman (see story page 72).

Also on RMA group are F. J. Bingley, WOR New York; Lewis Clement, Crosley Division; R. B. Dome, GE; E. W. Engstrom, RCA; Mr. Fink; T. T. Goldsmith, DuMont; Peter Goldmark, CBS; G. E. Gustafson, Zenith Radio Corp.; R. F. Guy, NBC and TBA; David B. Smith, Philco Corp.

SHORT-NECKED 19-INCH TUBE DEVELOPED BY DUMONT

ALLEN B. DuMONT Labs has developed short-necked metal 19-inch video receiving tube, providing direct-view pictures of "greater clarity than ever before received," according to company. Only 21½ inches long, seven inches shorter than its 20-inch counterpart, new tube gives picture of 203 square inches against 20-inch tube's 213 square inches and weighs 16 pounds as opposed to 40 for 20-inch tube. It is lighter and shorter than DuMont 15-inch tube.

Shorter neck and beam throw, DuMont engineers explained, cause flow of electrons to form in narrow stream, producing small, well-defined spot on screen which gives sharper focus and improved resolution. New tube also gives homeowners big-screen pictures in cabinets scaled to normal room size.

AD COUNCIL PROJECT

BOARD of Directors and Public Policy Committee of Advertising Council have accepted national advertising campaign for United Church Canvass, to run Nov. 1 through Thanksgiving Day. J. Walter Thompson Co., New York, will be volunteer agency. Radio advertisers and major networks will be asked to cooperate through council's radio allocations plan.

CHASE & SANBORN SHIFTS

STANDARD Brands, New York, appoints Compton Adv. Inc., New York, to handle advertising effective Oct. 1 of Chase & Sanborn coffee and instant coffee. J. Walter Thompson Co., New York, previously handled account. No media plans yet.

FCC DROPS CUT-OFF, ADVERTISING PROPOSALS

BOWING to industry opposition, FCC announced Friday it had abandoned its proposal to require local advertising of, and establish cut-off dates for, broadcast applications [CLOSED CIRCUIT, July 11].

Only part of proposal which remains is repeal of Avco Rule on advertising and competitive bidding on station sales—and this repeal was ordered separately last month.

"Universal advertising" plan as originally proposed [BROADCASTING, Feb. 28] would have made drastic changes in handling of major broadcast applications. It would have required three weeks' local advertising of AM, FM, and TV applications for new stations and renewals, changes in facilities, hours, or location, and transfer plans. Ninety-day cut-off dates would have been set up, under complex system, for filing of mutually exclusive applications.

Industry spokesmen generally opposed proposal, directing fire particularly against advertising requirement, which they regarded as unnecessary and ill-advised. Sentiment on cut-offs was mixed. Commission concluded merely that "except for the [repeal of Avco Rule] heretofore made final, the amendments proposed . . . should not be adopted."

PORTER, DENNY CITED IN SEN. BUTLER LOBBY CHARGES

CITING former FCC Chairman Paul A. Porter and Charles R. Denny, Sen. Hugh Butler (R-Neb.) Friday joined demand by Sen. Russell B. Long (D-La.) for investigation of government officials who resign and "quickly turn up as spokesmen and lobbyists for special interests."

Sen. Butler favored amendment of pending pay-raise bill to "prevent men high in government posts from resigning one day and the next day starting to practice law, influence, or whatever in the agencies from which they resigned." This "may be legal, but it's certainly highly questionable," he added.

He mentioned Mr. Denny among others, saying that "within two weeks" after resignation from FCC he "turned up as chief counsel for NBC. . . ." Mr. Porter, he said, represents clients he "could never have obtained . . . if he had not been trained in this private school —the federal government."

JELKE SPOT PLANS IN SOUTHERN CALIFORNIA

JOHN F. JELKE Co., Chicago, which has named Tatham-Laird, same city, to handle advertising for margarine, planning spot radio and TV campaign in Southern California. National AM spots may also be used. C. R. Standen is account executive.

TWO JOIN PETRY STAFF

DON HARDING and J. Rolston Fishburn added to AM and TV sales staffs, respectively, at Edward Petry & Co., Chicago. Mr. Harding was with Paul H. Raymer Co. and Donald Cooke Inc. Mr. Fishburn was Chicago manager of Walker Co. and salesman for William G. Rambeau Co.

Closed Circuit

(Continued from page 4)

new procedure adopted June 2. One, also filed, objects to examiner's proposal that Raytheon Mfg. Co. be granted more construction time for its WRTB (TV) Waltham, Mass. Another, yet to come, may deal with proposal to renew license of Sarkes Tarzian's experimental HIFAM (high frequency AM) station at Bloomington, Ind.

FULTON LEWIS' crusade against an RFC loan to Lone Star Steel Co. of Texas, the commentator's closest business associate and manager—William B. Dolph—several thousand dollars. Mr. Dolph it seems, bought some stock in Lone Star some time ago. Mr. Lewis' crusade may or may not have caused RFC to refuse loan. It did mean 50% drop in value of stock as far as Mr. Dolph was concerned.

ESSO STANDARD OIL Co., New York (Esso Marketers) through Marschalk & Pratt, New York, about to sign contracts to sponsor Morgan Gosch program *Tonight on Broadway* on CBS-TV Sunday.

WHETHER or not FCC Chairman Wayne Coy becomes available for paid presidency of Television Broadcasters Assn., that organization is bent upon having fulltime operating head. Mr. Coy's decision won't be known until he returns from Europe in latter August, but meanwhile TBA is marking time on campaign to raise $100,000 annual budget.

WILLIAM WRIGLEY JR. Co., Chicago (chewing gum), plans national TV selective campaign with 10-second commercials to start in near future on about 20 top market stations. Agency, Arthur Meyerhoff, Chicago.

NEGOTIATIONS virtually completed for sponsorship of *Duffy's Tavern* on NBC-TV Tuesday, 9:30-10 p.m., beginning next fall. Agency, Kastor, Farrell, Chesley & Clifford, New York.

DON'T JUMP to conclusion that insertion of anti-trust question in hearing on Warner Bros. purchase of Thackrey West Coast properties (story page 28) means FCC has already decided to deal with anti-trust problem on case-to-case basis (though it seems likely to do so). Aug. 1 contract-termination date forced Warners' hand in Warners-Thackrey case.

CHANGE-OF-HEART DEPT.: Cliff Durr, White House relations, good enough to get an offer of reappointment to FCC last election year despite repeated attacks on President's loyalty program, obviously have sunk to new bottom. Now President Truman's reference to him, Henry Wallace and Singer Paul Robeson as "gang." Presidential reference was in connection with plan of trio, leaders of "civil rights conference," to demand investigation of FBI. Mr. Durr, left-wing Alabaman, is now practicing law and is president of National Lawyers Guild.

ABC 4-IN-1 SPONSOR PLAN

ABC announced Friday it would offer a "four-in-one" plan to sponsors of hour-long *Kate Smith Calls*, which begins Aug. 8. Network is seeking four sponsors, each paying $300,000 a year. Format to be arranged so each sponsor gets commercials spread over hour instead of only within quarter hour. Miss Smith also will do Monday 10:15-11 p.m. show to be sold on traditional basis.

KMBC KFRM

HEART BEATS

Special Trade Paper Edition

from the Heart of America

Kansas City, Early Summer, 1949

KFRM Again First In 1949 Survey

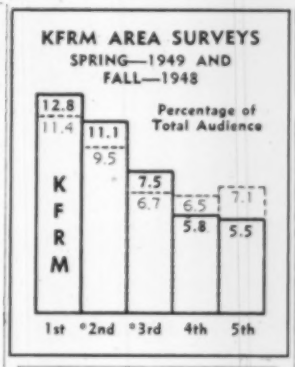
KMBC AGAIN FIRST CHOICE OF KANSAS CITY LISTENERS

Proof that KMBC continues to be the most listened-to station in Greater Kansas City is contained in the latest Kansas City survey released by Conlan & Associates.

This general coincidental telephone survey was conducted in March to April, 1949, under the joint sponsorship of KC radio stations including KMBC. Over 70,000 basic calls were made during the one week survey period between the hours of 7:00 a.m. and 11:00 p.m.

Although KMBC rated first mornings, afternoons and evenings, most spectacular ratings were in the forenoons when KMBC topped its nearest competitor 34%. KMBC led its competition in this survey by an even greater margin than in a similar survey in November, 1948.

This new survey and other surveys giving detailed information on listening habits throughout the Kansas City Trade Area — western Missouri, all of Kansas, and portions of adjacent states — are available to advertisers and agencies for their examination and study. Simply call any KMBC or KFRM man, or any Free & Peters "Colonel".



LEGEND:

The larger figures and solid lines indicate the March, 1949 Survey, and the small figures and dotted lines denote the Fall, 1948 standing. The asterisks denote Wichita stations. 79 Kansas counties, 5 Oklahoma counties and 4 Nebraska counties were included in the March, 1949 Survey. 73 Kansas, 5 Oklahoma, and 4 Nebraska counties were included in the Fall, 1948 Survey.

A total of 62,368 basic calls were made and 14,423 listening homes surveyed in this new study.

The Kansas, Oklahoma and Nebraska counties are dramatically pictured on the map below. All counties are within KFRM's 0.5 mv/m contour.

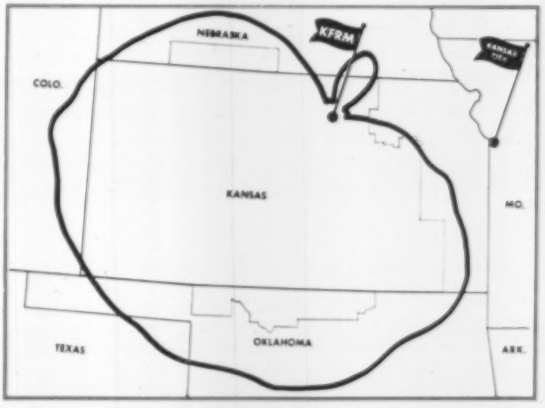
Kansas Farm Station Tops 1948 Fall Rating 12%; Remains First Choice of Kansas Listeners Daytime

Kansas radio listeners have again named KFRM as the most listened-to station, daytime, in the Sunflower State. Moreover, the "Kansas Farm Station" leads its competition by a greater margin even than before according to a March 1949 radio survey made by Conlan & Associates.

This coincidental survey, one of the largest of its kind ever conducted, required over 62,000 telephone calls within KFRM's half-millivolt contour.

Essentially rural in nature, this Conlan Survey covered 79 counties in Kansas (all except the eastern-most and northeastern Kansas counties), four in Nebraska and five in Oklahoma. Population of these 88 counties is 1,038,146, not including the metropolitan centers of Hutchinson and Wichita, Kansas which were not surveyed.

KFRM leads all broadcasters for the morning periods, and is first during the afternoon periods —first in listener preference for both time periods, as well as for the entire survey.

KFRM's programming is specifically designed for the area served, including up-to-the-minute daily livestock and grain markets direct from Kansas City, as well as other outstanding daily farm features. In addition, KFRM programming presents special newscasts, women's programs, sports, special events, educational features, as well as top-flight entertainment programs featuring members of the KMBC-KFRM talent staff. This popularity indicates that listeners are getting the kind of program service they like and need from KFRM.

KFRM joined with KMBC forms The KMBC-KFRM Team. Together, The Team provides advertisers with the most complete, effective and economical coverage of the huge Kansas City Primary Trade Area!